How to synchronize everyone's effort to deliver

What to do when team leaders start to

How to know when you need a new approach

What to do when the creativity dries up

Plus, you'll learn:

Visit Th eFireFlyEffect.com.

Kimberly Douglas, SPHR, is an nationally recognized expert in building the effectiveness of teams, based on her knowledge of industrial/organizational psychology combined with her real-world experiences as a high-achieving executive, entrepreneur and valued consultant to numerous nimble and effective companies and their organizations, including AT&T, Cisco, United Way, and dozens of others.

Kimberly Douglas vividly brings to life the metaphor of the firefly hunt, providing us with a powerful and practical guide for unleashing the creative spark that resides in each of us.

The Firefly Effect: Build Teams That Capture Creativity contains:

• Effective tools to unleash and direct the creative spark that lies in everyone and in your team
• Insightful stories that explain how business leaders like you can capture creativity and apply it to improve your team's effectiveness
• Chapter exercises to help you apply and practice effective creative tools in your organization
• A companion website with supplemental material to help you succeed in your organization

Catapult Results and Learn from the Firefly Effect:

1. Set clear expectations and goals for your team members. This will help them focus on what needs to be done and inspire them to do more.

2. Foster an environment of trust and collaboration. This will encourage team members to share their ideas and contribute to the team's success.

3. Use positive reinforcement and feedback. This will motivate team members to continue working towards the desired outcomes.

4. Celebrate successes and learn from failures. This will help the team stay motivated and continue working towards their goals.

In this fast-paced and very readable book, Kimberly Douglas, herself a successful entrepreneur and valued consultant to numerous nimble and effective companies and their organizations, will provide you with practical, easy-to-implement recommendations that will make teams more effective by celebrating and leveraging their differences.

In this practical yet inspiring guide, human resources professional and executive coach Kimberly Douglas brings together her own experiences as a high-achieving executive, entrepreneur and valued consultant to numerous nimble and effective companies and their organizations, including AT&T, Cisco, United Way, and dozens of others. This powerful and practical guide for unleashing the creative spark that lies in everyone and in your team is the first book that simplifies the complexity of team dynamics and exposes the fun of creating great teams. It provides real-world tools to unleash and direct the creative spark that lives in everyone and will improve the effectiveness of staff meetings as well as ensure your success in orchestrating complex strategic planning meetings.

In each chapter of The Firefly Effect, Kimberly Douglas leverages the talents of individuals into a meaningful whole. When done right, that whole is greater than the sum of its parts. People are not meant to work alone; they are meant to collaborate and create something more meaningful than mere “work.” When done right, the end result is employees who are proud of their jobs and invested in something more meaningful than just a paycheck. It leads to much more than just great employee satisfaction; it leads to much more than just great business results; it also leads to employees who are highly motivated, full of enthusiasm for achievement, unfettered creativity, and who will go “the extra mile” when inspired by their leader to do so. This book provides the tools and techniques to create teams that capture creativity by understanding the dynamics that influence creativity and unleashing the fun of creating great teams.

It's not the hard work you do that counts. It's the smart work that makes the difference. When you roll all those things together, you can make teams more effective by celebrating and leveraging their differences.
Praise for The Firefly Effect

"Who knew that learning about fireflies could shed so much light on the creativity inherent in all of us and the importance of unleashing that creativity in every team member to drive maximum team and organizational success! I found The Firefly Effect to be a great how-to handbook focused on inspirational and collaborative leadership. The wealth of practical, tried-and-true methods, as well as new ideas, suggestions, techniques and tools shared by Kimberly can be used to help leaders at all levels (even those who don’t yet see themselves as leaders). They can leverage the creativity in themselves and others to achieve new heights of innovation, more effective team relationships and interactions, and increased business and personal performance. This book is a must read for anyone interested in ‘becoming the change we want to see’.”

—Denise L. Billups
Director, Sales Learning
IBM Corporation

"At a time when everyone is looking for an extra something to win in the market, The Firefly Effect provides that practical spark that teams need. Kimberly’s passion and practicality come through in a highly usable guide to creating effective teams.”

—Timothy E. Sullivan
Corporate Executive Vice President & Chief Information Officer
SunTrust Banks, Inc.

"The Firefly Effect is a must-read for anyone who manages teams or is a member of one. Author Kimberly Douglas literally shines a light on the importance of appreciating differences, recognizing accountability, and embracing conflict as a force for change. Implementing the techniques in this book will allow any business—big or small—to thrive.”

—Laura Grams
Director, CDO Global Learning Solutions
Cisco Systems

"The Firefly Effect uses the childhood memories so many of us share of playing with friends to do something we thought was amazing as a metaphor to empower leaders to build, and be a part of, more collaborative, creative, and successful teams. Douglas draws on her experiences, successes, and challenges working with a great variety of organizations to make this book a practical and realistic guide for leaders to identify and use the strengths of team members to catalyze and inspire them to achieve their strategic goals.”

—Kelly Caffarelli
President
The Home Depot Foundation

"The author doesn’t just define management theories but instead uses relevant and interesting personal and professional experiences to highlight and inform the reader of the key points on how to lead a team. The section on the ‘new’ role of the team leader was particularly interesting and would be useful for any team leader in increasing the creativity and ultimately the results of a team. This book is very entertaining while also providing great advice of how to be an effective leader.”

—Bill Delahanty
Senior Vice President, Human Resources
ING

“I’ve had first-hand experience with Kimberly and her approach to building teams and inspiring creativity. This book builds a strong business case for establishing trust and leveraging creative abrasion. Kimberly speaks directly to you whether you are the team leader or team member. She understands that high performing teams deliver results! You’ll need a highlighter!”

—Jill Wilson
Group Vice President, Human Resources
Macy’s
Kimberly Douglas’ book is concerned with developing teams of enthusiastic, collaborative, and creative problem solvers in the workplace. Easy to read, informative, and exceedingly charming, Ms. Douglas opens most of the book’s 21 chapters (6 sections) with a firefly story. She uses the natural history of this exceptional insect to preface her ‘stories’ about (ordinary) creativity and cooperativeness in the workplace, and other subjects as well. Transport yourself to your childhood; picture yourself in a field at night with net, flashlight, and collecting jar. You first have to figure out how to do it. Then, you work with your friends to capture these flying insects. The firefly field itself speaks to cooperativeness. The field contains flying males and landed females cooperating in a mating flash code. In a few North American species, the flying and flashing of 1000s of males occurs at the same (milliseconds) time. This cooperative flashing keeps the males from confusing the female, for they maintain the species code through their synchrony. Or, move to Southeast Asia, where the male fireflies are stationary. The synchrony is timed precisely. But, there is no conductor, no leader. This is a self-assembling array in which everyone stimulates everyone else as the males all adopt the same rhythm. Kimberly Douglas’ book will thrill you with the fun and creativity of fireflies in your childhood and help you to transport that creative energy into the workplace.”

—Dr. Jonathan Copeland
Professor of Biology
Georgia Southern University

“A must read for all human resources generalists, organizational effectiveness and talent management professionals, executive coaches, and leaders wanting to enhance the productivity of their workforce.”

—Mary T. Steele
Director, Executive Compensation
Delta Air Lines, Inc.

“If you know your team needs a jolt of creativity, but you don’t think of yourself as a creative leader— The Firefly Effect is a must read! Kimberly Douglas uses a story we all know—catching fireflies to light up a summer evening—to remind us how to ‘fire up’ our team’s energy and problem solving skills. Kimberly Douglas is right—we all have synchronous fireflies in our own backyard—we just need to look for them!”

—Nancy Vepraskas
Vice President, Human Resources
Genuine Parts Company

“True to its title, Douglas leverages creativity in this insightful guide that will appeal to both left and right-brain thinkers. Leaders everywhere will welcome this new approach that taps into innate human behavior to assist them in gaining greater productivity from their teams. A well-written, practical and imagery-laden reference for anyone who’s ever sought non-traditional, yet intuitive ways to release the logjam of blocked team thinking.”

—Dianne Bernez
Senior Vice President, Corporate Communications
Equifax Inc.

“A management team as a whole is usually smarter than any one member thinking and acting individually. Enabling individual contributions of creativity, while at the same time ensuring the team’s ‘creation’ is delivered on time, within scope, and able to be executed, can be a difficult task for a leader. The Firefly Effect is a practical and entertaining guide for leaders to do just that.”

—Rob Schreiner, MD, FACP
Executive Medical Director, The Southeast Permanente Medical Group
Kaiser Permanente Georgia

“Seeds of creativity exist everywhere, but they need a nurturing environment to grow; using the principles outlined by Kimberly in The Firefly Effect can help ignite innovation in just about any team.”

—Chris Powell
Executive Vice President, Human Resources
Scripps Networks, home of HGTV, Food Network, DIY Network, Fine Living Network and Great American Country (GAC)
The Firefly Effect
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Part I

Rediscover Your Creative Spark