

image  
not  
available

Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving With Grace, Gordon MacKenzie, OpusPocus Publishing, 1996, 0965024903, 9780965024907, 224 pages. Creativity is crucial to business success. But too often, even the most innovative organization quickly becomes a "giant hairball"--a tangled, impenetrable mass of rules, traditions, and systems, all based on what worked in the past--that exercises an inexorable pull into mediocrity. Gordon McKenzie worked at Hallmark Cards for thirty years, many of which he spent inspiring his colleagues to slip the bonds of Corporate Normalcy and rise to orbit--to a mode of dreaming, daring and doing above and beyond the rubber-stamp confines of the administrative mind-set. In his deeply funny book, exuberantly illustrated in full color, he shares the story of his own professional evolution, together with lessons on awakening and fostering creative genius. Originally self-published and already a business "cult classic", this personally empowering and entertaining look at the intersection between human creativity and the bottom line is now widely available to bookstores. It will be a must-read for any manager looking for new ways to invigorate employees, and any professional who wants to achieve his or her best, most self-expressive, most creative and fulfilling work..

## DOWNLOAD

[HER](#)

Transformation thinking tools and techniques that open the door to powerful new thinking for every member of your organization, Joyce Wycoff, Timothy D. Richardson, May 1, 1995, Business & Economics, 249 pages. Outlines techniques for stimulating creative thinking skills and transforming the way organizations operate.

The Developing World , Fredrik HEDÅrDÅ©n, 2010, Creative ability, 187 pages. .

Adam Yauch MiniBriefing , , , , . .

Instinct Tapping Your Entrepreneurial DNA to Achieve Your Business Goals, Thomas L. Harrison, Mary H. Frakes, Sep 14, 2006, , 272 pages. Draws on scientific studies to consider the possibility that the personality traits of successful business leaders may be inherited, counseling readers on how to determine if ....

C and the box a paradigm parable, Frank A. Prince, Feb 15, 1993, , 111 pages. With a little encouragement, your employees can see challenges in a new light and find creative solutions to old problems. You can help them by using the story of C and the Box ....

CCNA Exam 640-802, Andrew J. Whitaker, Michael Valentine, Andrew Whitaker, 2008, Computers, 528 pages. An up-to-date, concise study aid for anyone preparing for the new CCNA 640-802 exam, this new edition features coverage of Rapid Spanning Tree, wireless, IPv6, network security ....

You the Healer The World-Famous Silva Method on How to Heal Yourself and Others, JosDÅ© Silva, Robert B. Stone, Silva & Stone, 1989, Psychology, 276 pages. Based on the most successful mind development program in the world today, this book offers the complete course in Silva Mind Control techniques in a do-it-yourself format. In ....

Managing Knowledge Workers Unleashing Innovation and Productivity, Amar D. Amar, 2002, Business & Economics, 248 pages. With the emergence of a new, powerful breed of organization--the knowledge organization--comes a bold challenge to the management of people. Employees with special cutting-edge ....

Hermanisms Axioms for Business & Life, John L. Herman, Jr., Apr 1, 2007, Business & Economics, 285 pages. John L. Herman Jr. considers himself a failure expert - that is, not someone who fails at business, but someone who understands why a business fails. Reading his book will make ....

Hair-Hackle Tying Techniques & Fly Patterns , Gordon MacKenzie, Mar 1, 2002, , 87 pages. Create durable, effective, and attractive flies with the information in Hair-Hackle Tying Methods. With clear, concise text and easy-to-understand, step-by-step illustrations ....

Rules of the Red Rubber Ball Find and Sustain Your Life's Work, Kevin Carroll, Sep 7, 2005, , 96 pages. Drawing on wisdom acquired from the playgrounds of the author's youth, a motivational speaker and founder of The Katalyst Consultancy explains how readers can accomplish their ....

Conquer the brain drain 52 creative ways to pump up productivity, Fiona Carmichael, Judi Moreo, 2002, Business & Economics, 206 pages. .

Jump Start Your Brain , Doug Hall, 1995, , 418 pages. A successful marketing manager and product inventor who has served as a consultant for such companies as Proctor & Gamble, Pepsi-Co., and Walt Disney challenges conventional ....

The Zen of seeing seeing, drawing as meditation, Frederick Franck, 1973, Art, 130 pages. .

Unstuck A Tool for Yourself, Your Team, and Your World, Keith Yamashita, Sandra Spataro, Ph.D., Jan 2, 2007, , 208 pages. Offering a dynamic and pragmatic approach to business success, this helpful handbook introduces the insights, methods, practices, techniques, tools, and strategies used by ....

Creativity is crucial to business success. But too often, even the most innovative organization quickly becomes a "giant hairball"--a tangled, impenetrable mass of rules, traditions, and systems, all based on what worked in the past--that exercises an inexorable pull into mediocrity. Gordon McKenzie worked at Hallmark Cards for thirty years, many of which he spent inspiring his colleagues to slip the bonds of Corporate Normalcy and rise to orbit--to a mode of dreaming, daring and doing above and beyond the rubber-stamp confines of the administrative mind-set. In his deeply funny book, exuberantly illustrated in full color, he shares the story of his own professional evolution, together with lessons on awakening and fostering creative genius.

Originally self-published and already a business "cult classic", this personally empowering and entertaining look at the intersection between human creativity and the bottom line is now widely available to bookstores. It will be a must-read for any manager looking for new ways to invigorate employees, and any professional who wants to achieve his or her best, most self-expressive, most creative and fulfilling work.

There is no denying the creativity of someone who can persuade one of the 50 largest private companies in the U.S. to create a position for him called "creative paradox," or someone who can convince the accounting department of that same company to write off to the company art collection the purchase of more than a dozen roll-top desks to be used in his "creative lab," or someone who could come up with such a goofy title for a book. MacKenzie worked for the Hallmark greeting card company for 30 years, first as a sketch artist and eventually as an upper-level manager, until he escaped the "hairball" by creating his own niche. A corporate hairball is an entangled pattern of behavior or a mess of bureaucratic procedure that discourages originality and stifles imagination. A consultant for the last seven years, MacKenzie tells what he knows about creativity and what he

learned about the creative process in a corporate setting. David Rouse

Although I have read many excellent books about nurturing creativity and working creatively in companies, this is the first book I have read where the author has been someone who has done that repeatedly and in a variety of ways. That perspective is uniquely valuable both to those who want to have more creative jobs and those who would like to encourage creativity.

Although the author's key points are not summarized anywhere in the book, you will begin to get a sense of how the ideas connect together. That's useful, because otherwise why should he try to teach us so much? Except in the chapter that deals with them, any of the key observations would have been enough for a whole book on the subject. The overall theme is that our minds are subject to being too quickly anesthetized, rather than stimulated to ground-breaking insights. You'll love the story about hypnotizing hens where he introduces that concept.

One of my favorite stories in the book described when the author was asked to create an introductory course on creativity. The first session was wildly successful. The author then analyzed why it worked and created a more organized version of this course (called Grope). That session didn't work as well. Then he went back to being unstructured (operating at the edge of chaos), and the course worked again. He learned from this the delicate connection between groping and rote. You need more of the former and less of the latter. [Read more](#)

Buy this book and take it's message to heart. I have purchased and given this book more times than I can count to people in all levels of business, and to friends who are at crossroads in their lives. I have seen some reviews here which take issue with the fact that the author's message is too far ahead of it's time, won't fly within the gridwork of a conformist corporate culture, or that the message is inaccessible due to the book's apparent lack of structure.

If the message won't fly in a particular company culture, the problem is within the culture. Those groups need to pay attention more than any other, because they stand to gain the most. The perspective offered here is unique and invaluable. It applies to more than the immediate situation, not just to surviving a job at Hallmark, or any job, for that matter, but can be applied to any aspect of life. If you are in business today, you can apply the lesson given here. If you are a CEO and think that workers are drones who need your company more than it needs them, accept the moral initiative given by this book and learn why change is good, both economically and spiritually. If you are a humble worker bee and are saddened by your present position, use this book as a springboard to give you the initiative you need to find a better place, one away from the CEOs who haven't read this book. That would probably make Gordon smile.

Gordon MacKenzie changed my life. He truly lived by the principles in his book. He didn't just seek out the most visible idea people or those whose external appearances trumpeted that they were creative. His book is not just talk. I know because I was one of those shy little nobodies whom Gordon sought out and encouraged. I am sorry to say for those of you who don't know, that Gordon passed away on July 26, 1999.

If we were to follow his book, chapter by chapter, the children would grow in their creative genius, and the business world would automatically be fixed. I loved the story of how the chickens were mesmerized and if ever we need to free our schools from keeping the children's beaks on a chalk line on the porch, it is now.

I cannot say enough; from the question at the beginning about, how many of you are artists? to the end where we are given the challenge to paint our own masterpiece...each anecdote, speaks loudly, nay, shouts to every person in a classroom to open the containers and let the minds find their creative genius.

"You are an artist, you can paint your masterpiece," is the premise of this book, which is fast attaining cult status in the United States. Gordon Mackenzie spent 30 years at Hallmark Cards, finally rejoicing in the job title of Creative Paradox. Packed with cartoons and drawings, this is a

book you will either love or hate. It focuses on how to retain your creativity in the corporate world. But what about the title?

This is the corporation. Policies and practices are laid down by generation after generation. Far from making things simpler, this creates a Giant Hairball. Creative people find themselves stuck in this web, where 'command and control' managers try to discover new ways to get the best from their people. Hairballs are a fact of life, however, so you can choose to join one or, taking your life in your hands, you can go freelance.

Life is a Peach, believes Gordon MacKenzie. Nostalgically looking back over the years, he remembers the taste of fluffy peaches. Biting into their juiciness brought an almost orgasmic feeling. Today's peaches look the same, if not better. Biting into them brings disappointment, however, and the sterile taste of plasticine.

Another of my favorite stories related to the joy he experienced when he first started parachuting. But within six months, it was getting to be boring. He could only make it more exciting by taking the parachute off, but that would be suicide. On the other hand, if he never tried something new, he would be vegetating. So we want to stay somewhere between suicide and vegetation for the most effective results.

You will enjoy reading this book because it presents a fresh perspective that will stay with you. The successful point of entry is a story about children. When the author shows children about making sculpture from sheets of steel, he asks them if they are creative. All first graders raise their hands. By sixth grade, no one will say that they are creative. The pressure to be like everyone else makes the creative people want to hide. It just gets worse from there. Everyone who reads that story will remember experiences from childhood where their creativity was actively discouraged by teachers, parents, neighbors and classmates. Such a pity!

This is a wonderfully inspiring and entertaining book. For those who are championing innovation and originality in large organizations in times of cost reduction and market downturn this book provides hope and tactics. Full of learning experiences from Gordon's years at Hallmark and insights into how we might apply these. I am on to my third copy of this book having given earlier copies to colleagues who have since gone into orbit!

The book is generally seen as "humor", even though book stores may display it in their business section. It could just as well be classified under "philosophy", however. Its message is a mix of the funny and the profound, exemplified by the last chapter: "Paint Me A Masterpiece", which starts with God dispensing you at birth with a canvas rolled under your arm and the request to "paint a masterpiece for me", and ends with the writer's reflections on his now-abandoned doubts about his own talent, his current use of the wider brush, the Cadmium Yellow, Alizarin Crimson and Ultramarine Blue, and this reminder to you: "If you go to your grave without painting your masterpiece, it will not get painted. No one else can paint it. Only you."

The book is a written form of the workshops Gordon MacKenzie has been teaching since 1991. Workshops on maintaining creativity within bureaucratic environments. If Corporate America is to be the place that beckons us each day, that we long to go to every morning and leave fulfilled every afternoon, it had better get a grip on its hairballs, discard them and let its work places be filled with the creativity Gordon MacKenzie encourages us to reclaim.

As the college I worked for reorganized, this book inspired me to look at the way we were doing things and to bring my full creativity into my administrative role. It helped me to be open to the changes and discover new ways to work. In the process, I recreated my position and felt the joy of the change as it reverberated through my staff (lowered the turnover and gave people a sense of joy in their work).

I think it gets bad reviews because it doesn't do the work for you. You have to ask yourself how am I like what he describes and how could I break from this routine? And isn't that his point? He is not

about formula. Get out and just question one of the rote ways you proceed and the magic of change happens. If you feel uncomfortable about it, he has covered that, too. (and don't forget it is a process -- once you change that can become rote, too -- so keep dreaming up new things -- this work/fun pays off in the beauty of removing yourself from the same dried up place.)

<http://edufb.net/5.pdf>

<http://edufb.net/27.pdf>

<http://edufb.net/1.pdf>

<http://edufb.net/20.pdf>

<http://edufb.net/17.pdf>

<http://edufb.net/23.pdf>

<http://edufb.net/9.pdf>

<http://edufb.net/21.pdf>

<http://edufb.net/5.pdf>

<http://edufb.net/19.pdf>