



Out of Our Minds: Learning to be Creative

Ken Robinson

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"It is often said that education and training are the keys to the future. They are, but a key can be turned in two directions. Turn it one way and you lock resources away, even from those they belong to. Turn it the other way and you release resources and give people back to themselves. To realize our true creative potential—in our organizations, in our schools and in our communities—we need to think differently about ourselves and to act differently towards each other. We must learn to be creative."

—**Ken Robinson**

PRAISE FOR OUT OF OUR MINDS

"Ken Robinson writes brilliantly about the different ways in which creativity is undervalued and ignored . . . especially in our educational systems."

—**John Cleese**

"Out of Our Minds explains why being creative in today's world is a vital necessity. This book is not to be missed."

—**Ken Blanchard**, co-author of *The One-minute Manager* and *The Secret*

"If ever there was a time when creativity was necessary for the survival and growth of any organization, it is now. This book, more than any other I know, provides important insights on how leaders can evoke and sustain those creative juices."

—**Warren Bennis**, Distinguished Professor of Business, University of Southern California; Thomas S. Murphy Distinguished Research Fellow, Harvard Business School; Best-selling Author, *Geeks and Geezers*

"All corporate leaders should read this book."

—**Richard Scase**, Author and Business Forecaster

"This really is a remarkable book. It does for human resources what Rachel Carson's *Silent Spring* did for the environment."

—**Wally Olins**, Founder, Wolff-olins

"Books about creativity are not always creative. Ken Robinson's is a welcome exception"

—**Mihaly Csikszentmihalyi**, c.s. and d.j. Davidson Professor of Psychology, Claremont Graduate University; Director, Quality of Life Research Center; Best-selling Author, *Flow*

"The best analysis I've seen of the disjunction between the kinds of intelligence that we have traditionally honored in schools and the kinds of creativity that we need today in our organizations and our society."

—**Howard Gardner**, a. hobbs professor in cognition and education, Harvard Graduate School of Education, Best-selling Author, *Frames of Mind*

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Diane McCarthy:

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Amanda Young:

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