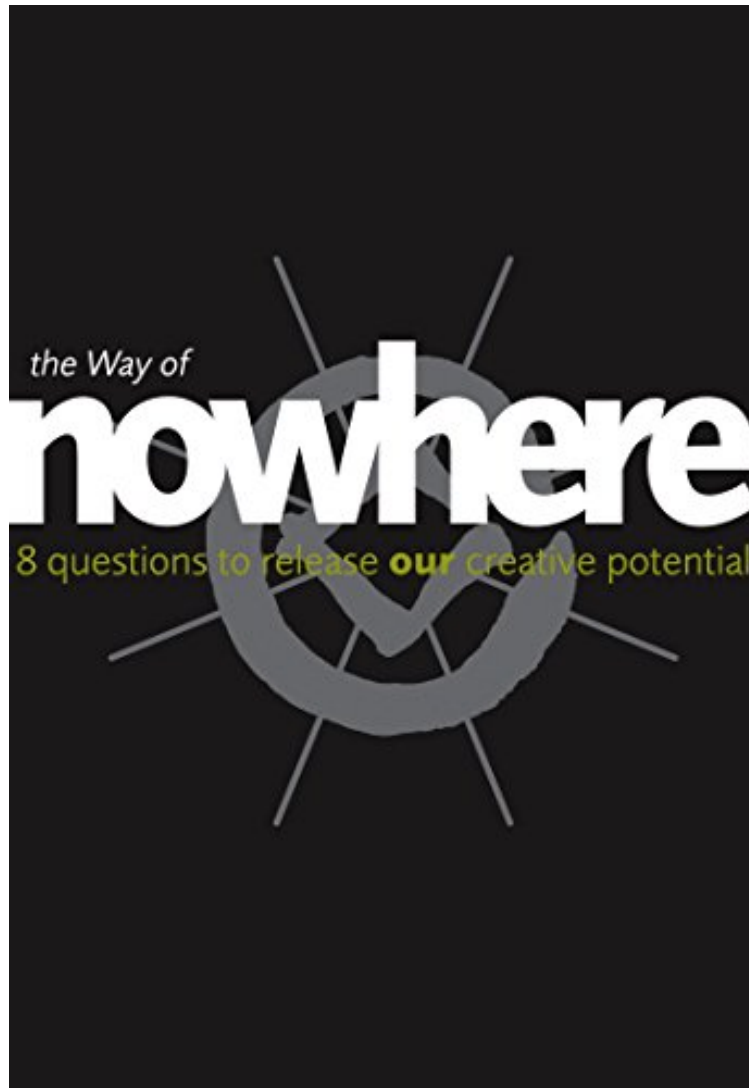


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The Way of Nowhere: Eight Questions to Release Our Creative Potential

Nick Udall, Nic Turner

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abstraction, I read it "When I was between jobs" kept me energised and engaged rightly. If you are soulsearching and need a framework. Excellent read.

The Way of Nowhere is a business book by the UK's hottest change management consultancy who have led transformations in some of Britain's biggest and best known organisations. An invaluable resource for anyone who wants to make a creative difference in their lives and the lives of people around them. Inspired by the unique practice of 'nowhere', a community of companies that specialise in co-creation, this is an inspirational book that will help you break through to a more creative and strategic future. Renowned for their world-class approach to innovation, the nowhere group works with a wide range of businesses, government agencies and individuals to develop their creativity to its full potential. Now, their book maps out the groundbreaking ways that anyone can become more productive, playing a more creative role in your organisation while simultaneously nurturing your own growth along the way. It contains eight breakthrough questions designed to stimulate and enrich our creative capacity, both as an individual and as part of a team. Using examples and tools from their work with some of the UK's largest and best known businesses, The Way of Nowhere shows us how to unlock the underlying and invisible forces at play within organisations, communities and cultures. With practice, you will discover how these questions and insights can release the latent creativity that exists within - a place where magic can happen - out of nowhere!

The Way of Nowhere is a successful experiment and bold invitation to a rich new way of thinking and acting ... It is also a guide to the absolutely essential reshaping of our institutions that the times demand. The new standard for combining inspirational new thinking with real world guidance on how to achieve genuine organisational change has been set. William Isaacs, author Dialogue and The Art of Thinking Together, Senior Lecturer, MIT Sloan School. The Way of Nowhere is a fast-track to dramatic and subtle breakthroughs in both the personal and professional realms. Jamie Catto, creative-catalyst and one half of the Grammy nominated concept band 1 Giant Leap. What can I say about The Way of Nowhere? It's a mystery play, dark and barely penetrable. Just as Nowhere work their magic now and here, The Way of Nowhere touches you everywhere ... It tests you, pushes you, deconstructs and reconstructs you. But its magic depends on you. Martin Wyn Griffith, Director of Service Transformation, Department of Business, Enterprise and Regulatory Reform, UK Government. Nowhere consistently challenge every step of our individual and collective path in a way that develops your deeper self, collective awareness and focus. Jamie Anley, MD, Jam Design Communication. The rarest form of leadership is one which releases all of the creativity and energy of the team. Where there is a real unifying purpose, where there is honesty, openness and trust and emotions are recognised and channelled, not suppressed ... Working with Nowhere has transformed my leadership. David Lawrence, Head of RD, Syngenta AG. Nowhere is unique. Unique in its combination of insights at the point where business and the behavioural sciences intersect. Unique in the way it approaches a client - not as a doctor with a patient, but as a coach with an athlete. Unique in its blend of mysterious and practical, humorous and serious. Martin Taylor, Chairman, Syngenta AG. About the Author Nick Udall is a cofounder and the CEO of nowhere group, and a cofounder and director of limited nowhere. Nic Turner is a director of nowhere group and a cofounder and managing director of limited nowhere.