

Seeking a more *innovative* and *productive* workforce?

The Firefly Effect will illuminate your path.

Innovation is the only force that can light the way out of a dark economy. Companies that can churn out innovative ideas—*good, workable* innovative ideas—will be able to adapt to the new realities we face. Those that can't, won't.

In *The Firefly Effect*, Kimberly Douglas, SPHR—a speaker, strategic facilitator, and team dynamics expert—teaches readers how to transform their group's talents and energy into workable business strategies. They'll learn:

- What to do when the fireflies don't show up (or when creativity dries up)
- How to know when it's time to find a new meadow (or a new approach, place, or process)
- What to do if the leader is keeping too tight a lid on the jar (and team innovation is gasping for air)
- How to get inventive when it rains on your firefly hunt (or parade of ideas)
- What happens when everyone is too busy to join in (and group problems remain unresolved)

Packed with do-it-now tactics and compelling real-world stories, this book helps leaders in all fields engage and direct team members in the "firefly chase" of creativity—sparking their natural brilliance and leveraging it for truly magical results.


For more information on the book or to engage Kimberly Douglas for a speaking engagement, visit www.fireflyfacilitation.com.

"Insightful, fun, and transformative. Kimberly Douglas weaves practice and analogy into chapters that will spark the creativity of individuals, leaders, teams, and their organizations!"
Marshall Goldsmith
NYT and WSJ bestselling author of *What Got You Here Will Get You There*

The Firefly Effect



Build Teams That
CAPTURE CREATIVITY
and
CATAPULT RESULTS
KIMBERLY DOUGLAS



What people are
saying about
The Firefly Effect:

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What Got You Here Won't Get You There

“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 high-achieving executives, shares the lessons that propelled her remarkable accomplishments and that will motivate and assist each reader!”

—David A. Jones, Sr.,

Co-founder and Chairman Emeritus, Humana Inc.

“*The Firefly Effect* debunks the myth that creativity is an exclusive gift, shared by a select few. It provides real-world tools to unleash and direct the creative spark that lives in everyone and to make teams more effective by celebrating and leveraging their differences.”

—Brad Shaw,

SVP, Corporate Communications and External Affairs,
The Home Depot

“Business leaders will find Kimberly Douglas’s ideas concrete, practical, and doable. Sometimes facilitation gets elaborate and confusing. This book’s ideas are very pragmatic and actionable.”

—Dave Ulrich,

Professor, Ross School of Business,
University of Michigan; Partner, The RBL Group

“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 and Chief Information Officer,
SunTrust Banks Inc.



Kimberly Douglas, SPHR,

President of FireFly Facilitation Inc., is a nationally recognized team effectiveness expert.

Using her knowledge of industrial/organizational psychology plus her real-life consulting and corporate HR executive experience, she has collaborated with hundreds of leaders over the last twenty years—at organizations such as AT&T, Coca-Cola, United Way, UPS, and even the U.S. Marine Corps—to dramatically improve their business performance.