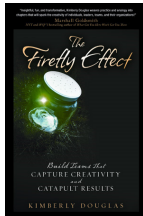




THE FIREFLY EFFECT



[The Firefly Effect: Build Teams That Capture Creativity And Catapult Results](#) (Wiley)

Would you like a quick recap of the key points in the book?

[Click here](#) to take a **sneak peek** at the final chapter!

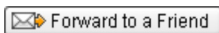
Want to make every meeting you lead more effective?

INVESTOR'S BUSINESS DAILY

Investor's Business Daily asked Kimberly Douglas for easy, actionable tips to engage every meeting participant.

[Click here to read the 7/24/09 article!](#)

Ready to get your own copy of *The Firefly Effect*? It's easy! Just [click here!](#)



Innovation. It's a Team Sport!

August 19, 2009

Dear Kimberly,

How many species of fireflies do you think there are in the world?

Read on to find out ... and why you should care.

When I was writing [The Firefly Effect](#), I had the opportunity to conduct research on the science of fireflies - and how these amazing creatures could provide great metaphors for my work with teams.

How many species did you guess? Five, ten, one hundred? Try 2000! That's right - there are that many species of firefly in this world - heck, there are 150 in the US alone.



So, why should you care? Well, if the simple firefly can be that complex, how much more unique and multifaceted are the members on your team. And in this critical economic environment, you need to find ways to capitalize on those differences to catapult your business results to new heights.

Marcus Buckingham says that great managers are like great chess players - they recognize the different talents and strengths of each of their employees, and then they use that knowledge to execute on the strategy. Do you see your people as complex chess pieces to be deployed to their best advantage -- or are they interchangeable checkers?

Innovation is truly a team sport. It must first begin with recognizing the unique skills and contributions of everyone on the team. In the coming weeks, I will be posting on my blog, [The Whiteboard](#), specific ways that you can put these ideas into action.

To get a jump start on igniting innovation on your team, *send an email to me* at KDouglas@FireFlyFacilitation.com with **Innovation Article** in the subject line. I will send you a copy of my article: "*Operation Firefly: Nine Ways to Ignite Innovation Inside Your Company...and Light Your Way out of the Recession.*"

New FireFly Offering: *Team Effectiveness "Mini" Session*

Knowing everyone is extremely busy and budgets are tight, we have developed a **new 90-minute mini session** to address what our clients tell us are their highest priorities.

Which of these is your team's most critical need?

- Productive Conflict & Decision-Making
- Trust Building & Interpersonal Communications
- Business Replanning
- Creative Problem Solving
- Team Meeting Effectiveness

Call us today at 770-989-7030 to discuss how we can dramatically improve your team's effectiveness in your chosen area.

P.S. Here's what Haven Riviere, VP of Marketing Operations at Coca-Cola, had to say about his team's FireFly session...

"Kimberly has a special talent for understanding the unique challenges faced by teams in today's business environment. Her talent transcends awareness of issues and barriers to implementing solutions tailored to the individual or team. She is a valuable coach in the creation of high-performing organizations."

Upcoming Speaking Engagements Open to the Public

[Institute of Management Consultants](#)

October 7, 2009 at Perimeter Garden Hilton Inn

Build Your Business Through Facilitation Skills

[American Society of Training & Development](#)

October 13, 2009 at Knowledge Development Centers

Innovation. It's a Team Sport!

[Southeast Association of Facilitators Conference](#)

October 15, 2009 at Kennesaw State University

Bring the Future into Focus: Catapult Effectiveness & Capture Creativity with Strategic Planning

[19th Annual SHRM-Atlanta HR Conference](#)

October 19-20, 2009 at Cobb Galleria Centre

Five Ways to Ignite Innovation inside Your Company and Light Your Way to Outstanding Business Results

[Virginia Healthcare Conference](#)

November 15-17, 2009 at The Homestead Resort

More Demand, Less Money: How to Cope & Avoid Burnout

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To find out how FireFly Facilitation can help your team or organization with an impactful team-building event or critical business initiative contact:

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