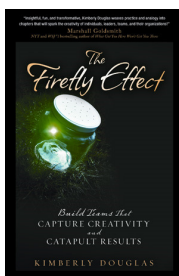




## Reentry

July 10, 2009

### THE FIREFLY EFFECT



**The Firefly Effect: Build Teams That Capture Creativity And Catapult Results (Wiley)**

Seeking a more innovative and productive workforce? *The Firefly Effect* illuminates your path, teaching you how to transform your group's talents and energy into workable business ideas. Packed with do-it-now tactics and compelling real-world stories, Kimberly's book helps leaders in all fields engage and direct team members in the "firefly chase" of creativity.

**Learn More and Buy Now**

**Read what these business leaders think of *The Firefly Effect*:**

*"Insightful, fun, and transformative, Kimberly Douglas weaves practice and analogy into chapters that will spark the creativity of individuals, leaders, teams, and their organizations!"*

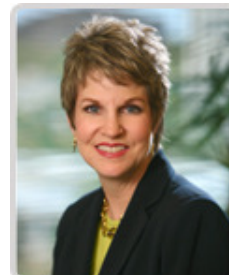
**Marshall Goldsmith**  
**NYT and WSJ #1 best-selling author of *What Got You Here Won't Get You There***

*"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.**

**Dear Kimberly,**

Hurting toward the earth at velocities 25 times the speed of sound, space shuttles have to slow down to safely reenter the earth's atmosphere. Can you imagine traveling at 25 times the speed of sound! That's how fast my life seemed to move while writing my first book! Only now do I finally feel like the frenzied pace of life has slowed down enough for me to reenter normal surroundings.

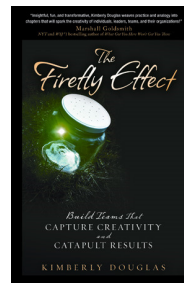


After writing a book, in many ways I identify with the feelings an astronaut must have upon returning to earth. I feel like I've been distant, that I've seen and discovered a lot, that I'm excited to be back and eager to share everything I've learned.

### Focus

If anything, writing has taught me the importance of focus. As an author, it's all too easy to wander off topic or to drift away from a core message. While researching illustrations for my book, I encountered a powerful lesson about focus from the world of the fireflies.

Did you know that firefly populations are dwindling because of the proliferation of manmade ambient lights, or "light pollution"? That's right-there are too many distractions; all these unnecessary bright lights prevent fireflies from performing at their best. They're unable to focus on their real target because the irrelevant ones blind them.



How similar and true for the people on our own teams! If we don't have a common vision of success to focus our time, attention, and resources, then we'll chase after distractions and end up off course. As leaders, it's our responsibility to illuminate the vision so brightly that the surrounding distractions fade to the background.

I have now resumed blogging with thoughts sparked during my research and writing of *The Firefly Effect*. I hope you'll be a frequent visitor to the FireFly Facilitation Whiteboard, and that you'll pick up a copy of the book. It feels good to be back!

**To learn more about our services, visit our website at [FireFlyFacilitation.com](http://FireFlyFacilitation.com)**

**Co-founder and Chairman  
Emeritus, Humana Inc.**

*"Kimberly Douglas vividly brings to life the metaphor of the firefly hunt, providing us with measurable and actionable items that can lead to tangible business results."*

**John Saunders**  
Vice President of Human  
Resources, UPS

*"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 make teams more effective by celebrating and leveraging their differences".*

**Brad Shaw**  
SVP, Corporate Communications  
and External Affairs, The Home  
Depot

**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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