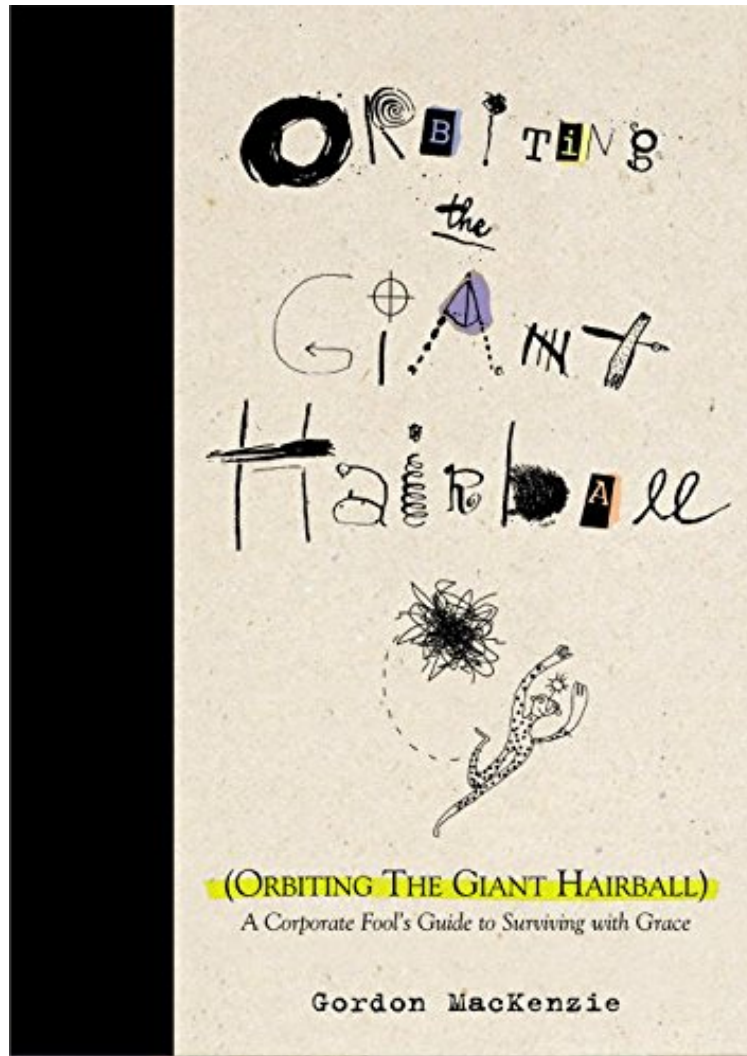


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Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace

Gordon MacKenzie

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Gordon MacKenzie : Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace before purchasing it in order to gage whether or not it would be worth my time, and all praised Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace:

2 of 2 people found the following review helpful. Unleash Your CreativityBy Michael MoonbirdThis is by far the greatest little book on creativity and should be a must for everyone, no matter what field, occupation, interest, etc.

Gordon MacKenzie was a genius. His ideas about creative energy being crushed early on in people's lives shows us why we need to learn how to orbit the giant hairballs that we find ourselves entangled in. This is required reading in our organization. We help young and old unleash and grow their creativity. Michael Moonbird - Bad Dog Arts 1 of 1 people found the following review helpful. Inspiring and easy to get through. By Thursday This was a quick read, with a ton of great sketches and illustrations that actually support the content of the book. It's got a great, positive message for working to your creative potential, without getting mired in the mix of corporate bureaucracy. I immediately recommended it to several of my coworkers. I appreciated that this one got to the message quickly in each chapter and didn't drone on or repeat itself just to fill up pages, like so many business books. 0 of 0 people found the following review helpful. Feed your Outside the Box mind By Chris I'm an outside the box type or better a what box type of person. So after taking a job back in the corporate world after 10 years of working for myself a friend recommended (no actually he required) I read this book. It was very helpful both for my fear of the bureaucracy of corporate life and my way of desiring to lead. This book has a far reaching message that may be intended for creative types but could be useful for all managers to better understand how to manage the non-linear thinkers that work for them in order to capitalize on their ability to help the organization grow. If I can help my organization see that sometimes just doing it the way you always have isn't the best first choice then this book will be worth its wait in gold. My only warning is that if you are a committed bureaucrat you are going to HATE this book. But open your mind and it will help you grow as a leader.

Creativity is crucial to business success. But too often, even the most innovative organization quickly becomes a "giant hairball"--a tangled, impenetrable mass of rules, traditions, and systems, all based on what worked in the past--that exercises an inexorable pull into mediocrity. Gordon McKenzie worked at Hallmark Cards for thirty years, many of which he spent inspiring his colleagues to slip the bonds of Corporate Normalcy and rise to orbit--to a mode of dreaming, daring and doing above and beyond the rubber-stamp confines of the administrative mind-set. In his deeply funny book, exuberantly illustrated in full color, he shares the story of his own professional evolution, together with lessons on awakening and fostering creative genius. Originally self-published and already a business "cult classic", this personally empowering and entertaining look at the intersection between human creativity and the bottom line is now widely available to bookstores. It will be a must-read for any manager looking for new ways to invigorate employees, and any professional who wants to achieve his or her best, most self-expressive, most creative and fulfilling work.

From Booklist There is no denying the creativity of someone who can persuade one of the 50 largest private companies in the U.S. to create a position for him called "creative paradox," or someone who can convince the accounting department of that same company to write off to the company art collection the purchase of more than a dozen roll-top desks to be used in his "creative lab," or someone who could come up with such a goofy title for a book. MacKenzie worked for the Hallmark greeting card company for 30 years, first as a sketch artist and eventually as an upper-level manager, until he escaped the "hairball" by creating his own niche. A corporate hairball is an entangled pattern of behavior or a mess of bureaucratic procedure that discourages originality and stifles imagination. A consultant for the last seven years, MacKenzie tells what he knows about creativity and what he learned about the creative process in a corporate setting. David Rouse From the Back Cover Gordon MacKenzie worked at Hallmark Cards for thirty years, where he inspired his colleagues to slip the bonds of Corporate Normalcy and rise to orbit - to a mode of dreaming, daring, and doing above and beyond the rubber-stamp confines of the administrative mind-set. In his deeply funny book, exuberantly illustrated in full color, he shares lessons on awakening and fostering creative genius. He teaches how to emerge from the "giant hairball" - that tangled, impenetrable mass of rules, and systems, based on what worked in the past and which can lead to mediocrity in the present. About the Author Gordon MacKenzie is an artist and cartoonist. After working for Hallmark Cards, he started to give workshops and tutorials centered on maintaining creativity in the corporate world. His workshops were further developed into his book *Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace*. He lives in Kansas.