



# El gimnasio de la creatividad (Spanish Edition)

*Joaquín Monzó Sánchez*

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## **El gimnasio de la creatividad (Spanish Edition)** Joaquín Monzó Sánchez

Todos tenemos un gran potencial creativo. La creatividad empieza por las ideas y por la actitud, y todos los directivos, los profesionales y en general los trabajadores de las empresas lo saben. Pero ¿cómo explotarla? ¿De qué manera superar los bloqueos creativos que surgen a la hora de crear una nueva línea de negocios, lanzar nuevos productos, reducir costes o aumentar los ingresos en una empresa o como emprendedor? ¿En qué medida podemos gestionar la creatividad de los directivos y de los equipos de las pequeñas, medianas y grandes empresas para orientarlos hacia la innovación y la competitividad personal y organizacional? La respuesta: el método de las 5 rutinas, desarrollado por Joaquín Monzó, con el que, a partir de una serie de sencillos pasos, podremos dar con la solución de cualquier reto creativo, sin importar su dificultad. Este libro es la mejor manera de despertar, activar y entrenar nuestro pensamiento tanto en los entornos competitivos como en nuestra cotidianidad, con el fin de que cualquiera pueda desarrollar todo su talento creativo. El autor nos invita a entender la creatividad como una habilidad que se puede estimular y entrenar de forma fácil, práctica y divertida.

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