

Orbiting The Giant Hairball A Corporate Fools Guide To Surving With Grace A Corporate Fools Guide To Surviving With Grace

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Orbiting The Giant Hairball A

It is an autobiography of Gordon MacKenzie's organizational life as a creative force at Hallmark Cards. The Hairball is "policy, procedure, conformity, compliance, rigidity, and submission to the status quo, while Orbiting is originality, rule-breaking, non-conformity, experimentation, and innovation" (p. 39).

Orbiting the Giant Hairball: A Corporate Fool's Guide to ...

Overview. 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 ...

Orbiting the Giant Hairball: A Corporate Fool's Guide to ...

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. Books by Gordon MacKenzie

Orbiting the Giant Hairball: A Corporate Fool's Guide to ...

Orbiting the Giant Hairball is a life-changer for majority of its readers. That is why we made an animated review and summary of this great book. Check it out on YT below!

Orbiting the Giant Hairball: A Corporate Fool's Guide to ...

About Orbiting the Giant Hairball 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.

Orbiting the Giant Hairball by Gordon MacKenzie ...

Orbiting the Giant Hairball (1996) is a guide to surviving at a corporation while holding onto your creativity. These blinks explain how to evade the dark, creativity-stifling vortex of corporate bureaucracy by balancing corporate restraints with personal creativity. Employees who feel trapped by corporate bureaucracy.

Orbiting the Giant Hairball by Gordon MacKenzie

In Orbiting the Giant Hairball, Gordon MacKenzie writes about his experiences working for Hallmark in the land of OZ. Hallmark, as you may know, was started by J.C. Hall who was from Norfolk, Nebraska. He jumped on a train headed to Kansas City and built the "largest social expression company in the world.". MacKenzie was hired on as a Creator for the company, and during a staff meeting, the director for the Creative Division made the remark that the company was "...a giant hairball.".

Orbiting the Giant Hairball Book Review | icma.org

Orbiting the Giant Hairball Summary written by: Ingrid Urgolites "Orbiting is responsible Creativity vigorously exploring and operating beyond the Hairball of the corporate mindset, beyond 'accepted models, patterns, or standards,' - all the while remaining connected to the spirit of the corporate mission."

Orbiting the Giant Hairball - Actionable Books

5 several years ago I was introduced to a little book titled "Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace". It's only available in hardcopy and there is a good reason, it's filled with little doodles and art from the author, Gordon MacKenzie. In the 224 pages, Gordon describes his journey as a creative in a corporate environment.

Learning to Orbit the Giant Hairball | CreativityCrisis

You have to maintain your identity regardless of what society wants. Its ok to be the first one to think out of the box and be creative and start something new. One of my favorite books on creativity and innovation is by a guy named Gordon MacKenzie, it's called "Orbiting the Giant Hairball".

Orbiting the Giant Hairball - Alison

Work Description. 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.

Orbiting the giant hairball (1998 edition) | Open Library

Orbiting is responsible creativity: vigorously exploring and operating beyond the Hairball of the corporate mind set, beyond "accepted models, patterns, and standards" - all the while remaining connected to the spirit of the corporate mission.

Book Summary: "Orbiting the Giant Hairball" by Gordon ...

Book Overview The book Orbiting the Giant Hairball was written by Gordon MacKenzie in 1996. Originally self-published the book became a business "cult classic". Gordon was an employee of Hallmark Cards for 30 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.

Orbiting the Giant Hairball Essay | StudyHippo.com

Gordon MacKenzie has a peculiar prescription for succeeding in the corporate world: "Orbit the giant hairball." It's a message that's easier to swallow when you consider his 30-year career as a...

How Is Your Company Like a Giant Hairball?

Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace. Hardcover - Illustrated, April 1 1998, by Gordon MacKenzie (Author) 4.6 out of 5 stars 294 ratings. See all formats and editions. Hide other formats and editions. Amazon Price. New from. Used from.

Orbiting the Giant Hairball: A Corporate Fool's Guide to ...

Orbiting the Giant Hairball is the one book that has really transformed my professional life. It's the "business" book I most often recommend to people. It's not about fundraising. It's not about any particular business at all.

BOOK REVIEW: Orbiting the Giant Hairball | Moceanic

This opens in a new window. IDEO's General Manager Tom Kelley relays a tale about artist and author Gordon MacKenzie. In his book, "Orbiting the Giant Hairball", MacKenzie asks school children from kindergarten through sixth grade if they consider themselves to be artists. While the enthusiasm for creative free expression seems to run freely for the youngest children, the author notes some attrition from the idea starting with the second graders, and full-blown shame for artistic expression ...

Orbiting the Giant Hairball | Stanford eCorner

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Orbiting the Giant Hairball: A Corporate Fool's Guide to ...

Orbiting the Giant Hairball. New York: Viking, 1996. Conceived by the Project Directors, W.K. Kellogg Foundation's. Food Systems Higher Education-Community Partnership Program. in collaboration with. The Risk Management Agency, U.S. Department of Agriculture.

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