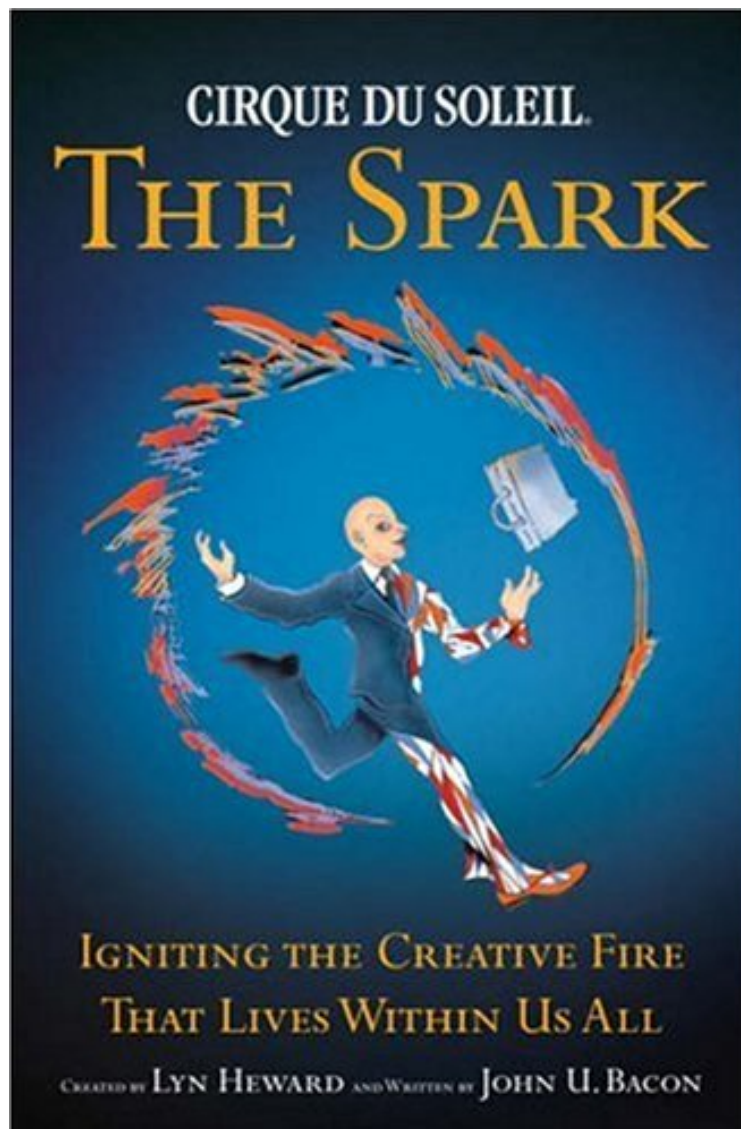


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CIRQUE DU SOLEIL (R) THE SPARK: Igniting the Creative Fire That Lives Within Us All

John U. Bacon

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John U. Bacon : CIRQUE DU SOLEIL (R) THE SPARK: Igniting the Creative Fire That Lives Within Us All before purchasing it in order to gage whether or not it would be worth my time, and all praised CIRQUE DU SOLEIL (R) THE SPARK: Igniting the Creative Fire That Lives Within Us All:

0 of 0 people found the following review helpful. One Minute Manager for the ARTSBy Matthew EatonThis book is

the One Minute Manager for the arts. It hits on all the creative buzz words to make you feel better, but is rather old hat for the creative minds. The tale lost me in the middle when it bogged down with the training and tried to hammer the message between acrobatics and clown makeup. By the end, I was so disinterested and skipping around that the end really lost its punch. I didn't care about an agent that wanted to find his passion again. I wanted him to be consumed by a clown instead. If you're new to the One Minute Manager mindset and offerings, this book might be good for you. If you're just starting off in the creative career, sure...get your literary clown makeup on. Other than that, don't bother. This is what I get for listening to a podcast recommendation. 1 of 1 people found the following review helpful. The Spark - John U. Bacon By Joel Warady If you have ever had the opportunity to attend a Cirque Du Soleil show, you know that they operate a circus like no other performing circus group in the world today. Further, if you are aware of the how Cirque Du Soleil started with a group of Canadian street performers, and have grown into a hugely successful international entertainment force, you recognize how innovation and the risk of being different have played such a major role in their ascension to greatness. That is the basis of this book. Written as a parable, The Spark is focused on the use of innovation, and how being innovative allows individuals and companies the opportunity to move beyond the accepted norm, to ultimately reach levels of greatness. It also illustrates the importance of having passion in your business, and in your personal life. Without passion, you are destined to walk through your daily life wondering where the meaning is in whatever it is you do. This is the third book in a row that I read that deals with innovation, passion, and thinking beyond the norm. I find these books enjoyable, and this one like the others did truly create a spark leading to some imaginative thinking. I can't say it is the best-written book I have ever read, but I do recommend it. It is a quick read, and you will definitely feel inspired after completing the book. 0 of 0 people found the following review helpful. Light the Fire By Donald R. Hicks, Jr. Recommend this book to anyone. This purchase was for staff members in my department after my experience with the story. Inspiring little book that flows so well, you just can't seem to put it away. Many nuggets and thought avenues to explore as one continues on this Earth journey.

Creativity and innovation are widely recognized as essential to success in business, and so many aspects of our lives. For over two decades, Cirque du Soleil has been a world-renowned laboratory of creativity, enthralled audiences around the world by fusing dazzling acrobatics, staging and choreography, and music, along with beautiful costumes and technical effects to inspire and create magical, almost otherworldly theatrical experiences. In *The Spark*, Cirque's former president of creative content, Lyn Heward, invites readers inside the world and ideas of Cirque du Soleil through the story of an ordinary man searching for meaning in his work and life. Like so many other people in their careers, sports agent Frank Castle has lost the passion he once had for his job. But a chance encounter with an inspiring Cirque du Soleil director takes him inside Cirque du Soleil to meet the artists, directors, designers, and technicians who create, shape, and perform in their acclaimed shows. As the story unfolds, the artists reveal surprising secrets about the sparks that ignite their creativity; from the pressure of deadlines and the exhilaration that comes from risking it all, to the chance encounters and everyday occurrences that have changed the way they live and work. As Frank comes to discover, every one of us is creative; wherever we work or whatever our job title is; but it's up to us to tap into that powerful force. As *The Spark* makes clear, there is no single formula for creative success; each of us must unlock the power of our imagination in our own way. An inspiring tale that draws on behind-the-scenes stories from the most creative people in entertainment as well as some out-of-this-world Cirque du Soleil magic, *The Spark* is an unparalleled guide on how to make creativity a part of everything you do. Lyn Heward is the former President and COO of Cirque du Soleil's Creative Content Division and is currently acting as executive producer for a variety of special projects. John U. Bacon, a veteran journalist and public speaker, has won numerous national writing awards and is the author of three books. From the Hardcover edition.

From Publishers Weekly For anyone who has ever marveled at the creativity, athleticism and magic of Cirque du Soleil, this book is a jewel that explores the showmanship, challenges and philosophies that have made Cirque an international sensation. Using a fictional narrative, Heward (former president and COO of Cirque's creative content division) and journalist Bacon follow a sports agent named Frank as he seeks the drive and enthusiasm that have faded from his career. Through a chance encounter while in Las Vegas, Frank sees a Cirque du Soleil performance and is enchanted. Before long Frank takes a leave of absence from his job and starts training with Cirque athletes in Montreal while giving the reader a behind-the-scenes look at how the Cirque sensation is created and the underlying philosophy. He gleans lessons on the value of working for a common goal, creating a meaningful experience for customers, using failure as a learning tool and how to reinvent oneself to find life's true path. While the scenarios that Frank encounters often seem too convenient, the book is captivating and offers important lessons that can be applied to many aspects of modern life. (Apr.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "An inspiring tale about the power of creativity and the imagination, from Cirque du Soleil, the amazing troupe of performers that 'makes nearly every other form of entertainment seem timid, sullen, earthbound.'"; Time About the Author Lyn Heward is the former president and COO of Cirque du Soleil's Creative

Content Division and is currently acting as executive producer for a variety of projects.