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MAREK STĄCZEK

DWARFS



A story about creativity
and change

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DWARFS. A story about creativity and change
by Marek Stączek

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Hello. My name
is Jack Brown.



An inspirational lecture by professor Victor Clark



Jack Brown, the CEO of Company Inc. has just recalled a seminar when he noted some suggestions on three important issues:

How are ideas and innovations born?

How do people and organisations work in the process of change?

How to turn people around to the need for change?

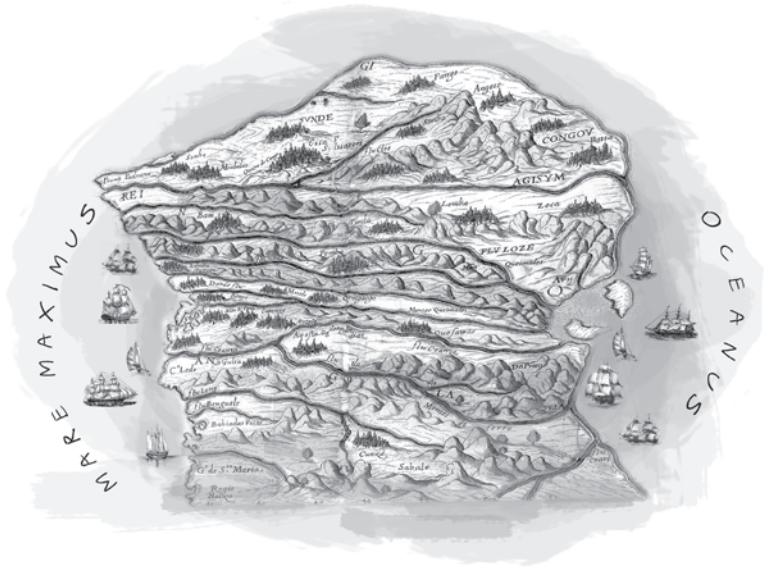
All this took place during an inspirational lecture by professor Victor Clark over 15 years ago.

Victor Clark, a professor of management, began his lecture by addressing the audience in warm terms: *“Our topic for today is creativity and change. I believe some of you are aware that certain phenomena can be described using not only the language of analyses and statistics, but also much more simply, i.e. metaphorically. This is how I am going to start my lecture.”*

My story is about three lightermen dwarfs.



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Sir Oldguard Sir Phobos Sir OutPut



Just like everyone in their country, the lightermen dwarfs made their living out of water transport. They lived in a land called Waterland. It was a small continent surrounded by the Great Sea to the west and an ocean on the other three sides. The country was justly called Waterland as its territory was lined by countless rivers and streams.

Rather than sailing around the mainland, large ship owners transported their goods down rivers across the country. Their goods travelled into the interior and arrived on the other side of the continent, where they were picked up by other sailors. The lightermen dwarfs collected fees for transporting and taking care of goods.

The mysterious land was populated by thousands of small dwarfs belonging to family clans and industry guilds. Let us take a closer look at a group of friends who serviced one of the rivers.

The three friends have always worked as lightermen just like their fathers and grandfathers. They lived in a clearing by a river, where two small rafts were moored. Their huts were nested at the edge of a forest. The first lighterman, Sir Phobos, was tall (as tall as a dwarf can be, obviously). The second one, Sir Oldguard, was as squat as a barrel. The third one, Sir Output was broad-shouldered and ruddy-faced. Days and years went by lazily in their cosy clearing by the river until one day...

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- » "Do not fear. Despite 'dwarfs' in the title, this is not an infantile story for adults. It is a serious description of a creative thinking process containing a set of principles which guide creative teams, and a collection of instructions on how changes should be implemented in light of how employees respond to them. Despite the seriousness of the matter, the story is enjoyable to read and the dwarfs, its main characters, are profoundly amiable. Marek Stączek and the dwarfs make an brilliant team, and I highly recommend the book."

Marcin Rotkiewicz, *Polityka*

- » "The Dwarf Story is a succinct and light take on the key issues of contemporary business: creativity and change. Using a simple story, Marek Stączek shows how individuals and organisations act in the process of change and outlines the principles of innovative thinking. Having worked in management for over 20 years, I view the story as an original textbook containing tips for teaching people how to think and act creatively."

Andrzej Szeworski, CEO, Pekao Bank Financial Services

- » "Accepting change is difficult. Being creative in light of change seems impossible. It takes a lot of insight to write so simply about what is so complex and so hard to digest. Read it."

Tomasz Kryński, Sales Excellence Manager CEE, MERCK

