

NEW BOOK: THE RED RUBBER BALL AT WORK - by Kevin Carroll - internationally acclaimed agent for social change

Submitted by: Sue Blake Media

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PRESS RELEASE

HOW CAN YOU UNLEASH CREATIVITY, INGENIOUS PROBLEM SOLVING AND RAISE THE BAR TO SCORE BIG IN BUSINESS?

By harnessing the hidden power of PLAY - the 'genius of youth' - says the creator of the Rules of The Red Rubber Ball, Kevin Carroll

November 2008/London - Internationally acclaimed agent for social change, Kevin Carroll has found an inspiring way to help organisations put the bounce back in their business through using the hidden powers of PLAY. Carroll is creator of the internationally acclaimed Rules of The Red Rubber Ball - find and sustain your life's work, the sequel to which, The Red Rubber Ball at Work - elevate your game through the hidden power of play (McGraw-Hill, £11.99, December 08) features many interesting and diverse "play profiles" which magnetically illustrate how play at work can produce stunning results!

Your 'red rubber ball' is what inspires and excites you! Kevin discovered his red rubber kick-ball early in life and absorbed the powerful messages it showed him:

he learned discipline, how to face challenges, how to deal with disappointment and how to dream big - big audacious dreams! "If you don't have a red rubber ball, why are you getting up in the morning? It's the difference between existing and living. It has to be about you and what inspires you every day," comments Carroll.

Kevin Carroll has turned his childhood passion for playing ball into a phenomenal model for business & personal performance. Carroll switches the strategies of the playing field to the workplace where innovation, problem-solving, motivation, engagement, risk-taking, ingenuity and teamwork are top issues.

Everything centres on PLAY and the Red Rubber Ball is a now an iconic symbol.

The Red Rubber Ball at Work features 33 "play profiles" from international thought-leaders, change agents, business leaders and authors which he uses to explain how to bring a sense of play into work, whatever the work is, to stimulate creativity, encourage risk-taking, achieve goals and how to have a great time doing it! Featured "play profiles" include Irene Au, Director of User Experience at Google, authors Malcolm Gladwell, Seth Godin and Paulo Coelho and Tinker Hatfield, Vice President of Design & Special Projects at Nike.

"Think back to childhood when there were endless hours to fill, and where the only agenda was to be captivated in the moment, to have fun," advises Carroll. "Playtime was productive and activities we call football, dancing, even marbles were also exercises in resourcefulness, planning, strategy, design, decision-making, creativity and risk taking. In play, we do not avoid obstacles! We use imagination! We continually test ourselves, sometimes both physically and mentally! When faced with a new challenge

we figured out how to win, remedy the malfunction or flee the imagined danger! Play gives us courage and instils confidence!"

Carroll challenges the preconception that 'play and work' might seem contradictory. He believes we've been brought up to believe that play and work cannot (should not?) coexist and that by time we enter the workforce we have learnt to delegate our playtime to weekends and holidays! He champions that delight and productivity can happily coexist and that by tapping what he calls 'the genius of youth' we can be our most engaging, entertaining, productive and happier within our roles at work and a greater asset to any organisation, department or team.

The core principles/lessons of The Red Rubber Ball at Work are:
Innovation, Results, Teamwork, Leadership and Curiosity.

"I've heard people say that we don't outgrow play, we only change what we call it," comments Carroll. "Each day contains 86,400 seconds. That's 86,400 opportunities to chase, kick and run after your red rubber ball in pursuit of your excellence.."

<http://www.youtube.com/watch?v=-L8JRODgRjM>

<http://www.youtube.com/watch?v=5Dz2o2J99cM>

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All UK publicity enquiries re The Red Rubber Ball at Work to Sue Blake Media on
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NOTES TO EDITORS:

Kevin Carroll is founder of Katalyst/LLC, former Creative Katalyst for Nike and former Head Athletic Trainer for the Philadelphia 76ers. He speaks 50 times a year around the world and consults with industry leaders at Nike, Disney/ESPN, Gap/Old Navy, Mattel, Proctor & Gamble and Capital One. The Rules of The Red Rubber Ball - find and sustain your life's work was released in 2004 and What's Your Red Rubber Ball?! - discover your inspiration and chase it for a lifetime, Hyperion, was published in August 2004.

BLOG - <http://www.kevincarrollkatalyst.com/>

He was born in Pennsylvania in 1958 to parents who made bad decisions due to their addictions and who eventually abandoned their three children. His father left before he was three and he has only seen his mother a handful of times since the age of six. He and his brothers moved in with their grandparents on a modest street in a wealthy suburb of Philadelphia. He was pretty much self-raised there amid the conflicting worlds of affluence, working class families and down-and-out drug dealers. He was a quiet,

scrawny kid and for a while he felt lost. The nearby playground with its wide-open field beckoned and it became his friend and a place to dream of great possibilities. It was where Kevin discovered sports and the little red rubber kick-ball that fuelled his dreams and changed his life that has now gone onto to become a worldwide phenomena.