

The Fire Starter

author: April Bell

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Synopsis

authori¼š	April Bell
readByi¼š	April Bell
inLanguagei¼š	english

Innovation requires solving big problems from a new perspective, but many struggle to successfully innovate in their work or personal life when faced with a problem that requires innovative thinking.

Author and researcher April Bell has zeroed in on the power of empathy and the ability to embrace risk when solving big problems in the unknown.

In her book, *The Fire Starter: Igniting Innovation with Empathy*, Bell combines engaging personal stories with research to provide listeners with a simple framework helping them connect to greater human truths to solve big problems. In *The Fire Starter*, through a series of self-explorative questions and exercises, you will discover.

1. How to use curiosity to solve big problems
2. How to harness the power of emotion to create and connect
3. Why the desire for perfection keeps us stuck

April Bell's *The Fire Starter: Igniting Innovation with Empathy* will give you the tools to ignite creativity, empower relationships, and inspire possibility through empathy and value-based discovery.

Reader's comments

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