

Testimonials

“Pete Steer shares his journey of creative discovery, and ultimately creative transformation. As the reader, we're invited to come along on a unique adventure of imaginative thinking about the creative process... and in the process, be transformed ourselves. It's a ride for the creative mind like no other!”

Bryan Mattimore, Author of “99% Inspiration – A Real World Guide to Business Creativity, and President of The Growth Engine Company, an Innovation Agency.

*“If you want to the results of someone else’s creativity...buy a Van Gogh.
If you want to learn how to be more creative...buy the book, Catalytic Thinking.”*

Mike Gardner, Founder of Outside The Box, a packaging and sales consultancy for emerging markets.

“Bravo Pete, on a remarkable effort to pen a path of enlightenment to those who seek to advance creativity for self, teams and tribes. Your book is a symphony of data points and rather than being disjointed, in actuality it seems to mirror the very nature of the zigzag connect-the-dot process inherent with the idea-generation stage of creativity.

You once asked me if the idea-generation stage isn’t the hardest part for most people. If the answer is yes, then your Catalytic Thinking methodology is exactly that timely solution the world needs now – one that is simple, elegant, effective, fun and within the reach of everyone.

To all prospective readers I say, “Yippee to Pete and people like him who make the going easier for the rest of us.”

Chuck Scott, Founder of the Avanti Group LLC. Chuck is a writer, photographer, websmith, and business innovation expert.

“I continue to believe in the process that you are working to evolve. I believe the application of this process has real measurable value for both profit and nonprofit companies. The other aspect of valuing your brainstorming process is the alignment between the action of brainstorming and/or “thinking out of the box” (to use a phrase that you dislike) and the act of translating the brainstorming ideas back into actionable results. The intersection of two trains of thought and the leverage potential of that intersection is clearly a value-added product of your brainstorming process.”

Paul Thompson, former CEO Project Concern International.

“I have known Pete Steer for a long time, and he has always possessed a sharp wit. To find out that now, after all these years of knowing him, that he is an author of such obscure and interesting material, is even more cool. Oh...and...get the book, it is pretty good.”

Claire Collier, greatest friend, Mom, and wife of my buddy Bill.

“Disjointed, disconcerting - even disorienting, all while being not particularly well written. But it had to be said and no one better than from Pete. I’m proud of my brother. A “must-read” if you want to learn about the creative process and how to make your own positive changes.” TJ Steer, former Navy F-14 Pilot (I made this up for my brother, but since I know his dry sense of humor so well I feel entitled, and honored, to read his mind for this.)

“You’ve got a book here. If you pursue it...be prepared for it to consume your thoughts.” Stan Mason, Inventor, MBA Professor, my mentor and first inspiration for this book.

“You are hiding your light under a bushel.”

An anonymous editor at Litopia Publishing, a London-based company commenting on my “Midlife Epiphany” idea, which I had only mentioned in letter to support my manuscript. With their encouragement the concept was included in the book.

“You surprised us. We’ve only known you as one of the sales guys. But your interest in brainstorming fit our agenda needs very well. I had no idea that you would lead us so adeptly through the creative process – we were able to really enjoy this creative session. I have worked with creative people before, especially with our agencies, but your Catalytic Thinking process was the first to bring ease and sense to generating ideas.” Bob Davino, VP Marketing for Nestle.

“Catalytic Thinking is a brilliant, innovative recipe for activating the creative genius. It moves creativity from a random inspired event to a daily deliberate occurrence. A must read for all those looking to unblock their hidden creative genius.”

Monique Class MS., APRN at centerforwomenshealth.com. Monique specializes in, and is a regular speaker about women’s health, with a focus on where medicine, the power of the mind, and spirituality all work in harmony.

“It is exciting to see you pursuing this valuable idea and making it a reality for others through a book.” Susan Steele, Director of Human Resources and Organizational Development. Project Concern International.

“In successful companies innovation breeds more innovation. Pete’s book outlines the thinking process behind this phenomenon, which then provides the road map to make innovations happen more often in your company. Everyone will be encouraged to tap into all their experiences and observations to be more creative and generate more innovation after reading and applying Pete’s book.”

Dan Friedrich, VP Customer Development Nestle Waters.

"Whether out of necessity or from new found desire, I see people pursuing new and additional careers more and more today. The five keys to positive change outlined in Catalytic Thinking will help anyone move in a more fulfilling, creative direction."

Jan Stevenson, Former #1 on the LPGA, Golf Course Designer, and Entrepreneur.

"My Dad thought this book would inspire me to play golf, instead it inspired me to lose 10 pounds."

Kieran Collier, Bill and Claire's son, who holds the distinction of being the first person to voluntarily read this book.

"With a little work on organization this book will hold the reader's attention and make them enjoy the idea generation process you introduce to them. At its best, this book could greatly improve the lives of its readers."

An anonymous editor at Litopia Publishing, a London-based company. These comments were from an assessment of a very early version of my manuscript. I loved this positive encouragement as it was interspersed in a very candid and constructive critique of my work. I hope you feel I did the "little work" needed to make this book its best.