

Comments on Robert Fritz

Robert Fritz's education on the creative process serves as the foundation for establishing meaningful change in individuals and organizations. Twenty-five years of research has shown that an understanding of the creative process is essential to go beyond the first steps of corporate change and to sustain momentum.

Below are comments on Robert Fritz's work by internationally recognized leaders in the fields of change, leadership, and continuous learning organizations.

"The work of Robert Fritz exhibits the hallmark of real genius: to take the most subtle and complex and make it clear, intuitive, and useful...Fritz is without a doubt one of the most original thinkers today on the creative process in business, the arts, science, and life in general. His work has deeply affected my life and the lives of many of my colleagues.

Peter M. Senge

Peter M. Senge is a senior lecturer at the Massachusetts Institute of Technology and chairman of the Society of Organizational Learning, a global community of corporations, researchers, and consultants dedicated to personal and institutional development. He is the author of *The Fifth Discipline* and co-author of *The Fifth Discipline Fieldbook*, *The Dance of Change*, and *Schools That Learn*.

In an interview with the Smart Leadership Mag-Ezine Dr. Quinn was asked: "What is the one book that has been influential in your development as a leader?" Dr Quinn's reply was:

"That's tough...there have been so many. To choose from the last ten years, I'd have to go with the 'Path of Least Resistance' by Robert Fritz. The reason I found it so valuable is because it answers one important question: "How do I live my life as a creative product?" This is not the same as being creative, as in writing poetry or producing music. Rather, it gets at living my life as if my life itself were a poem or a piece of music. Out of Fritz's dealing with this question come some great leadership principles."

Dr. Robert Quinn

Dr. Robert Quinn, developer of Advanced Change Theory, is the M. E. Tracy Distinguished Professor of Organizational Behavior and Human Resource Management at the University of Michigan Business School and the author of *Deep Change* and *Change the World*.

"Robert Fritz comes as close as anyone I know of typifying genius."

Willis Harman

Willis Harman was the Senior Social Scientist at SRI International for 16 years, a global-futurist think-tank. He was emeritus professor of Engineering-Economic Systems at Stanford University and a member of the Board of Regents of the University of California. He is co-founder of the World Business Academy and author of many books including *Global Mind Change*.