For several years now, Scott Belsky has built an empire around organising creativity. His Behance network is a website that showcases illustrators and designers work and receives millions of visitors a month. He’s also developed the Action Method, which is an online/mobile productivity system with a line of supporting paper products and on top of that, he’s also started the 99% which is a website and series of think tanks / conferences similar to TED, devoted to creativity and production.

Scott has recently written a book called ‘Making ideas Happen’, devoted to helping creative professionals to become more productive, and judging by his impressive list of achievements, he certainly practises what he preaches.

His argument is essentially this: it’s not enough just to be creative—creativity is only half the picture—systematising a way to realise creative projects is the other half and he offers a step-by-step method to help busy and distracted ‘creatives’ like me, make ideas happen!

In the book, Scott elaborates on his principles behind the action method and boils everything down to essentially three things—action steps, backburner items and reference material. He also talks about productivity and delegation within creative teams and then spends the rest of the book discussing the importance of leadership and community, as ways to get ideas to actually happen.

Scott writes with conviction and he has tried and tested his methods over the years with many creative teams and corporate groups. I certainly think my boss needs to read this book and I imagine most people who are expected to be ‘creative’ for a living would benefit from the ideas in this book as well.

I have been trailing Scott’s action method in my own life for a couple of weeks now and I definitely think it’s working. I feel less overwhelmed because I’m traping every conversation, email, meeting and idea now, capturing the ‘action steps’ and recording them on my daily calendar. I find I used to expend way too much energy just remembering all the things I kept forgetting.

If you’re feeling overwhelmed by your housekeeping tasks, you keep coming up with ideas that go nowhere, or it you’re part of a creative team, this book will definitely be a useful addition to your library.