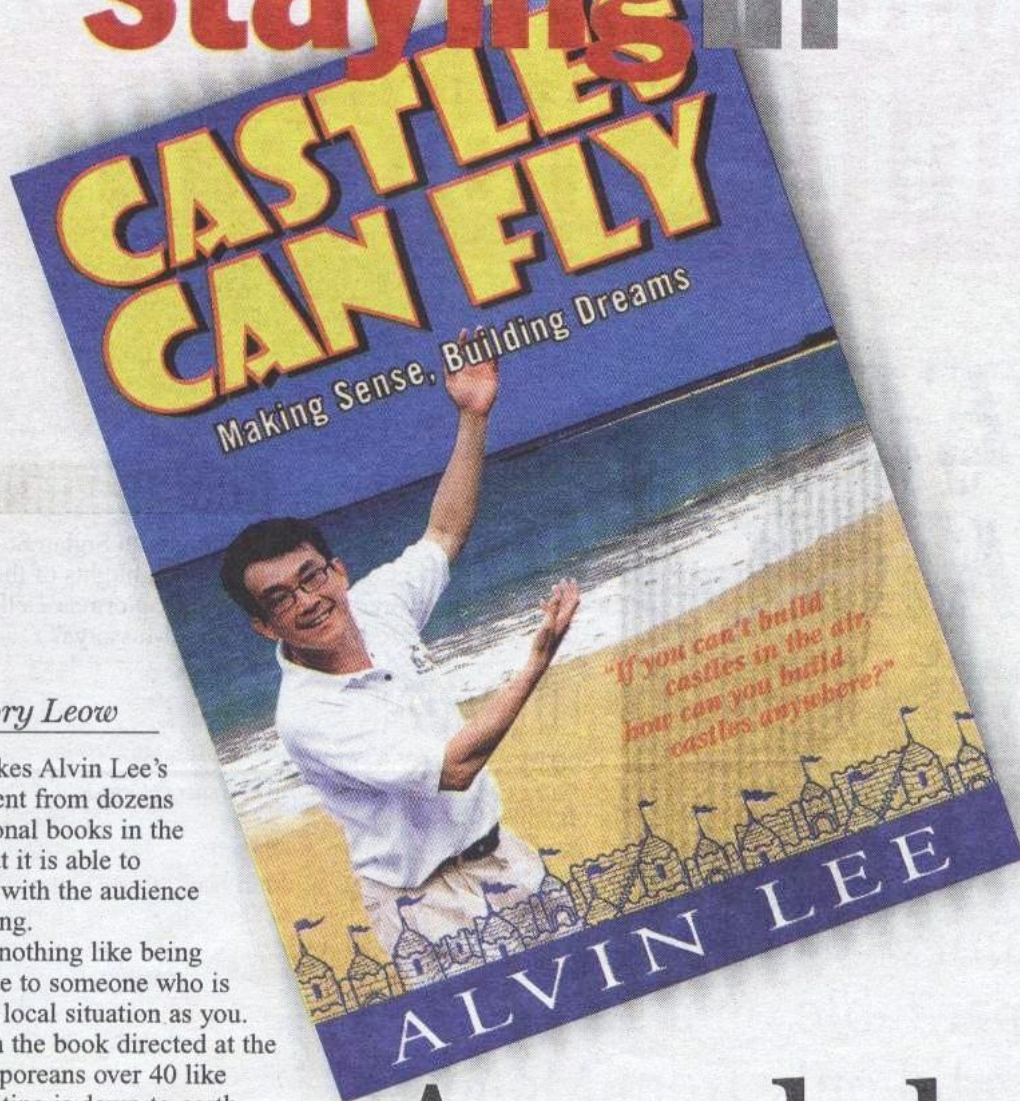


EasyStreets **weekender** staying in



By Gregory Leow

WHAT makes Alvin Lee's book different from dozens of motivational books in the stores is that it is able to sympathise with the audience he is targeting.

There is nothing like being able to relate to someone who is in the same local situation as you.

And with the book directed at the many Singaporeans over 40 like him, his writing is down-to-earth and easy to understand yet intelligent, and goes straight to the point about how to be creative and innovative, using his own experiences.

"I am not a Caucasian from New York or London acting as the saviour who takes pity on Asians who have no clue what to do. I am born and bred here. I eat the same rice as you," he says.

Castles Can Fly is split into three sections.

The first part is a re-telling of Mr Lee's own inspirational story.

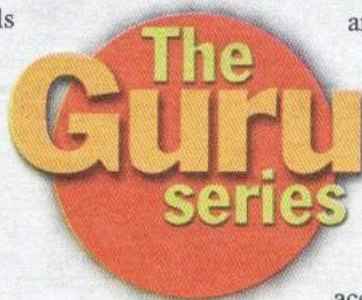
The second part deals with his ideas on redefining how to approach creativity and innovation, while the third is a system of tools to help people develop ideas.

He gives real-world examples of how he hit on the idea for sandcastle-building tools and how he pushed for them to be made.

The one thing which he says he

Castles Can Fly by Alvin Lee is sold in all major bookshops and is priced at \$19

A can-do book from the **HEART**



and how he sometimes jumped into situations without knowing beforehand what to do.

For example, he is colour-blind. But he paints anyway.

Another example: He accepted a commission from the Singapore Tourism Board to make a sand Merlion even though he had no immediate idea how to do it.

He recalled: "I come from a

and innovation books he studied did nothing to help him develop his ideas.

He found that most of them focused too much on thinking and less on doing. But, as he said, if one only thinks and thinks, one will only get thoughts and nothing else.

So his book focuses more on taking the risks, doing it and being prepared to accept the responsibility wholeheartedly.

He gave the example of an army captain friend who was constantly worrying and thinking that he