

Creating **The** Difference

Many organisations have focused on their core businesses over the years and have lost the ability to be flexible and adapt to the global challenges that consistently appear. Now is the time to take an alternative look at your organisation and develop a new set of business tools to help you prepare for, and be successful in the future.



This 15 hour workshop combines content from both the Business Creativity and Idea Generation workshops. It provides the following benefits:

- A detailed introduction to the topic of Creative Problem Solving and using Creativity in a Business environment
- A guide to using Creativity as a serious Business tool
- Practice in a number of different techniques
- Insight into selecting appropriate techniques
- A simple Creativity Health Check
- A guide to setting up a creative environment
- Hints and tips for Managing Creativity and Innovation
- Identification of potential barriers to both personal and organizational creativity
- An opportunity to experiment in a safe and controlled environment
- An opportunity to work on real business issues or case study material depending on client confidentiality issues.

The starting point for this workshop is a definition of innovation that simply reflects how we create ideas, what we do with them, how we manage our existing know how, how much do we need or want to change and how mature are the frameworks that are put in place?

This definition leads onto the ability to measure the state of an organization, the identification of strategic capabilities and barriers and the concept of your business being an Innovation machine with all employees having a part to play.

Attendees explore both personal and organisational creativity and their relationship with Innovation as well as dispelling the myths of creativity as 'play'. Attendees also leave with a CD containing notes, ebooks with over 40 useful techniques and a handy guide to testing for good ideas.