

# Put The WOW Back Into Your Business

## Creating The Difference Programme ♦ 1 Day

- You will:**
- Examine the key components of exploring situations and challenges creatively
  - Explore a range of techniques for generating and harvesting ideas
  - Learn to use Storytelling as a tool to plan for the future, initiate change and improve communication and learning
  - Learn to explore and exploit the links between creativity and motivation
  - Develop an action plan to help you achieve your creative potential
  - Become a creativity catalyst

**Course Benefits** Creative techniques are invaluable on both personal and organizational levels. They can improve performance through idea generation and enhanced problem solving ability, assist in conflict management, initiate change and help in the planning cycle. There are also links with organisational innovation and intrinsic motivation.

Successful people and organisations recognise the importance of creativity and innovation and use it to their advantage.

This course will act as a catalyst in improving your own performance and enable you to contribute significantly to the performance of your organization.

**Workshop Experience:** This course is intended for those who wish to make an impact and is of a practical nature, requiring participation for maximum learning.

**Course Workshops** Theory will be kept to a minimum though some introduction of new ideas will be necessary depending on prior experience of attendees. Workshops include:

- Creative Problem Solving method and technique selection
- Crafting and developing stories
- Knowledge Lab

*Continued overleaf*

*Course Outline*  
**Creating The Difference**

**INTRODUCTION**

- The creative environment
- Drivers for creativity
- Role of creativity in innovation
- Creativity Health Check

**CREATIVE PROBLEM EXPLORATION**

- Frameworks, precepts, methods & techniques
- The CPS method
- Exploration
- Idea generation and harvesting
- Technique selection and improvisation
- Creating the right environment

**STORYTELLING**

- Storytelling applications
- What is a story?
- Leaving the childhood story behind – story structure
- Crafting and developing stories
- Shared stories
- Performance

**MOTIVATION & CREATIVITY**

- Links between creativity and intrinsic motivation
- Organisational barriers
- Personal barriers
- Un-management
- Sources of motivation

**PUTTING IT ALL TOGETHER**

**Build Your Own Creative Toolbox**

- Know your own style
- Explore your environment
- Cycles and helicopters
- Be systematic

**Continuing Your Development**

- Conducting self-checks
- Learning and unlearning
- Learning materials
- Building a creative environment

**Creating a Takeaway**

- Reflection and learning points
- What is in your toolbox and what else do you need?
- Developing your Personal Action Plan
- Checklists for success