

Business Creativity

This one day Business Creativity workshop provides:

- 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



Attendees will be introduced to useful Creativity concepts which will then be put into practice straight away. Learn how to generate at least 20 ideas over a cup of coffee, make use of negativity in the workplace and coax ideas and suggestions out of reluctant colleagues. Discover how to use Storytelling both as a problem solving method and as a useful communications tool or how you could use a Storyboard to help create your company's Strategy in just one day.

The benefits of embracing Creativity include:

- Increases in the number of new ideas
- Richer or better quality ideas
- Improved performance
- Increased intrinsic motivation
- Increased staff retention
- Adaptability and flexibility in tough economic conditions

In case you are worried that Creativity is an abstract concept we will show you how you can measure it, both in a simple way and also in detail. Notes and a useful guide to 48 useful techniques are provided, however the emphasis is on the 'practical' rather than the 'academic' so be prepared to play a little. You will also have the opportunity to work on issues from your own business or use case study material if confidentiality is an issue.