

## Bite Size Creativity

Bite Size Creativity – Creativity for beating the crunch.

Note everyone can afford to spend time out from their businesses or to spend a great deal of money during tough economic times. However there is still a need to be able to think differently, make effective decisions and generate new ideas.

If the above rings a bell then this half day workshop is for you. It can be run as a simple half day or perhaps later on in the day as a twilight session.

The workshop includes:

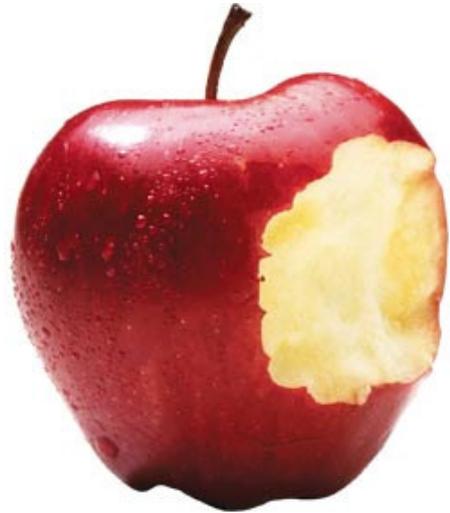
- Creative Problem Solving
- Decision Making
- Idea Generation
- Selection of Appropriate Techniques
- Creating The Right Environment
- Team Selection
- A Safe Environment for Practice

This is an action packed workshop with little time for rest. To ensure that you do not forget what you have learned, all attendees will leave with a comprehensive guide to the topics covered plus support via email or telephone to help them put these concepts into practice within the workplace.

This is for you if:

- You are looking for new ways to survive in the current economic climate
- You would like a taster session before embarking on a full scale company wide Innovation programme
- You work on your own and have no one to bounce ideas off
- You are simply curious as to the power of alternative thinking

For further information and pricing please **get in touch now**.



## 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.

## 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.

## Idea Generation

Our Idea Generation workshop is a one day workshop that is targeted solely at the generation of viable ideas for your business. It covers the same topics as the Business Creativity workshop but in much less detail since the aim of the day is to create ideas.



The workshop provides:

- A brief 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 small number of creative techniques
- How to test for a good idea
- A guide to technique selection
- A guide to setting up a creative environment
- Identification of potential barriers to both personal and organizational creativity
- A facilitated idea generation environment
- A cost effective method of generating ideas for your business

There is only a small amount of theory followed by the opportunity to practice using some simple but powerful techniques and to show the number and quality of ideas that can be produced. We also help you work out how much effort you need in order to have a constant stream of ideas within your business.

Attendees are introduced to the 'problem' such as the requirement for new products, higher sales, reorganization etc and will then reframe it as necessary before investigating it and generating possible ideas. A small number of possible solutions will be selected and presentations given to senior managers regarding the idea itself, rationale behind it, market, costings and a prototype if appropriate.

Depending on group size, expect your employees to create of the order of 1500-200 wacky ideas, 100 or so ideas worth recording for the future and up to 10 good ideas worth working on right now.

## Team Technology

Introducing a programme to help HR professionals and trainers

This programme is intended to assist professionals in designing and implementing their own team building and team performance interventions. It introduces simple but powerful building blocks that are not filled with 'management speak' and which are suitable for all levels of English language ability.



### Why do we need effective teams?

Most if not all organisations are centred on teams, sometimes internal and sometimes spanning organisational boundaries. The performance of our businesses depends on the effectiveness of these teams which in turn is affected by their composition and the many complex relationships that exist. Common reasons for poorly performing teams include:

- Frequent changes
- Poor leadership
- Lack of motivation
- Stress
- Lack of attention to team composition
- Poor performance management
- Poorly thought out training and development activities

This 1 day workshop is designed to help HR professionals to design and implement successful team building and team management interventions with a mixture of theory and practical activities.

### Topics covered include:

*Practical Exercises* – useful energisers, ice breakers for use in team building environments

*Team Dynamics* – what are team dynamics, how to recognise and manage them. Map the dynamics of your own team.

*Sources of Motivation* – intrinsic vs. extrinsic, creativity and motivation, hiring outside sources, conduct a simple 'motivation audit'

*Incentives* - what enhances and inhibits team formation?

*Performance Management* - use a simple framework to design a performance management system. Apply these concepts to a case study.

*Conflict* – addressing team conflicts and other awkward situations. Illustrated using role play.

*Managing Change* – how to plan for and make changes, understanding why performance decreases, creating a change team.

*Team Building* – some simple practical exercises that can be used to reinforce or illustrate course concepts plus what to look for when organising corporate team building events

*Using Common Management Models* – learn how to select from common models such as Tuckman & Jensen's Forming, Storming, Norming, Performing model, Belbin's Team Roles etc and apply them in different situations

*Generating 'Buy In'* – use creative techniques to help create 'buy in' and shared values

...plus *Objective Setting, Overcoming Barriers, Groups vs. Teams, Impact of team size, Team Roles, Groupthink, Individual vs. team values*

Concepts are reinforced by practical exercises. Due to the nature of the workshop not all topics can be explored in this way. In such cases the supporting documentation will describe suitable practical exercises. All delegates will receive a handy reference guide plus support via email or Skype whilst putting these ideas into practice for the first time.