



Unleashing Creativity Workshop!

Breakthrough Thinking

- ❖ In a competitive market 'today' doesn't last long. Competitors develop new propositions and ways of operating that mean that only the pro-active are able to sustain growth.
- ❖ And so the fashioning of a tomorrow that will provide an organisation's competitive advantage is absolutely key – and arguably **the** key – to the survival and success of business.

The 1 day *Unleashing Creativity!* Workshop

Purposes

Designed to help participants develop the creative confidence and skill that results in radical new approaches to 'thinking differently', the ability to develop creatively supportive teams and culture, and action plans that will significantly help move the business and organisation forward.

Workshop Method

- This workshop is based on a combination of interactive activities along with formal inputs of theory and models.
- Participants will be introduced to a range of tools and software to aid learning and application back-at-work .
- The workshop will therefore provide a vehicle for participants to develop practical and high-impact action plans of benefit to both them and their organisations.

Workshop Aims

For participants to leave confident in their own creative capability, and having the tools, techniques and behaviours that will allow them to apply and facilitate creativity at work

Take Aways

- To understand the Dimensions of the Creative Approach
- To take away a 'tool kit' that will enable participants facilitate creativity at work
- To take away at least 6 ideas that will significantly improve the operation's performance
- To have fun

Themes

- ❖ Introduction, Workshop aims
- ❖ Direction and a Creative Culture
- ❖ Assumption Busting
- ❖ Matrices: the alternatives generator
- ❖ Apres lunch: an original game!
- ❖ The use of Similes
- ❖ The Random Idea Generator
- ❖ Application Planning

Workshop Ends



***'Really helped me think 'outside the box' in terms of the logistics challenges facing us'
– International Retail Food Company manager***