



Developing a Creative Culture

A two-day course for senior people wishing to motivate their colleagues to think creatively and to reason persuasively

Objectives

On completion, delegates will be able to

- recognise the growing importance of creativity in the era of instant global communications;
- understand the creative process in terms of a cyclical pattern of free and controlled thinking;
- activate, in themselves and others, the triggers that inspire creative thinking;
- take account of the respective roles of the intellect and the emotions in decision making;
- help others to develop ideas that are potentially beneficial, practical and persuasive;
- identify opportunities for making potentially beneficial, creative connections within the delivery chain;
- devise an action plan for exploiting the creative potential of departmental colleagues.

Outline

Delegates begin by working in groups to discuss

- the importance of creativity in their market/operating environment and
- the question of how effectively their organisation exploits the creative potential of its employees.

The remainder of the first day is devoted to

- developing conceptual models of memory, imagination, the emotions and the creative process, and
- identifying the factors that influence creativity, memorability and persuasiveness.

The second day of the course is devoted to the development of practical action plans for exploiting the creative potential of delegates' respective departmental colleagues.



Creative Communications

A three-day course for professionals at all levels wishing to exploit their creative potential, in terms of

- communicating information and ideas beyond the confines of their respective departments and/or
- applying creative thinking skills to establish better connections within the delivery chain

Objectives

On completion, delegates will be able to

- recognise the respective roles of facts, judgments and calls to action in the process of persuasive communication;
- understand the creative process in terms of a cyclical pattern of free and controlled thinking;
- activate, in themselves and others, the triggers that inspire creative thinking;
- use creative skills at every stage in the research, development and communication of ideas;
- take account of the respective roles of the intellect and the emotions in decision making;
- understand the role of patterns in making communications both memorable and persuasive;
- develop ideas that are potentially beneficial, practical and persuasive;
- identify opportunities for making positive, creative connections within the delivery chain.

Outline

Each delegate is asked to bring a live issue, within his/her current area of responsibility, that is difficult to resolve, even intractable.

The course begins with group/plenary discussion of the barriers to resolving these issues and possible approaches to resolving them.

The remainder of the first day is devoted to

- developing conceptual models of memory, imagination, the emotions and the creative process, and
- identifying the factors that influence creativity, memorability and persuasiveness.

Delegates spend the remaining two days applying the techniques in the context of the live issues raised. They

- create detailed analytical frameworks for their respective issues, including conclusions and calls to action from the perspective of a devil's advocate,
- examine the emotional and intellectual barriers to needed changes and
- formulate a persuasive presentation of their proposals for overcoming the barriers.