



## ***Bite Sized Events***

# The Creative Agenda

Many of our creativity events concentrate on the practicalities of creativity – of using techniques to generate ideas and enhance innovation – but there is a more difficult task to be undertaken – managing creativity. This session, particularly suitable for senior managers, looks at what has to change in order to make an organization more creative and looks at the different approach to management required to encourage and support creativity in your staff.

### Goals

- To understand what business creativity is and what tools and techniques can be used to bring it into an organization
- To explore what is involved in making an organization more creative
- To appreciate the cultural changes that may be necessary to embrace creativity and innovation
- To understand the distinction between leadership and management and the paradoxical nature of managing creativity
- To have reviewed the opportunities for rewarding innovation and to understand the opportunities for changing the environment to enhance creativity

### Outline

- **Introduction** – who the speaker is, why we are here, warm-up exercise exploring assumptions
- **What is creativity and what creativity techniques are** – overview of the nature of creativity and the techniques used to enhance it
- **Cultural impact** – exploration of the difficulty of getting any value from creativity techniques if the organizational culture does not support creativity
- **Leadership and management; innovation and discipline** – attendees share their views on the distinction between leadership and management, and build an understanding of the most appropriate approach to enhance creativity
- **Rewards** – the current reward scheme is analysed and opportunities to directly reward and recognize creativity and innovation are highlighted
- **Organizing for creativity** – the impact of the organizational structure and hiring policy on creativity is explored
- **A creative environment** – the building itself and the infrastructure both physical and virtual can have a huge impact on the opportunities for creativity
- **Building the agenda** – attendees are given the opportunity to put together an agenda for creativity change, starting with a reality check on what things are really like now and building practical steps to the introduction and management of creativity.

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## Practicalities

The *Creative Agenda* bite sized event lasts 1½ to 2 hours. To get the best opportunities for participation we recommend the longer duration. A horseshoe layout for the participants is preferred. The session works best with between six and 20 attendees. The location should have a data projector, pads and pencils for attendees. As always, we can quote for provision of resources, but many clients find it more cost-effective and convenient to provide them.

Recommended books: *Creativity and Innovation for Managers* for each attendee, which will enable them to build on the detail learned in the session and develop a practical plan for managing creativity back in the workplace, and *Disorganization* which looks at the opportunities for more radical change of the organization itself to become more flexible and creative. These are optional extras, but we strongly recommend them as a way of maximising the transfer from the event to the workplace.

## Pricing

Bite sized events are priced at £800+VAT, assuming the client provides the venue, projector and housekeeping resources. The only other costs will be travel expenses for the presenter (first class rail or Inland Revenue mileage 40p/mile) and optionally cost of books for attendees. *Creativity and Innovation for Managers* has a list price of £21.99, but we can offer it at £18.99 with further discounts for bulk purchases. *Disorganization* has a list price of £19.99, but we can offer it at £16.99 with further discounts for bulk purchases.

## Presenter

Your presenter will be agreed in advance. All our presenters are experienced managers, not just trainers. In the unlikely event that the agreed presenter is not available due to illness we will offer the choice of a backup presenter or rescheduling.