



## ***Immersion Events***

### **Creativity Day**

Creativity and innovation are not optional extras. In a challenging environment, creativity is a survival skill. It's not enough to do what you've always done because the world is changing around you. This is a powerful one day workshop providing an immersion in creativity techniques and practical tools for solving business problems and generating ideas. There are two main variants of the Creativity Day. Each is very interactive and participative, but variant A gives attendees the widest toolkit of techniques to go away ready to use, and includes several quick techniques helpful for improving team working, while variant B gives the participants a whole group afternoon to attack a single problem using a more detailed approach.

#### **Goals**

- To gain an understanding of the nature of and need for creativity.
- To explore how we all block creativity in order to avoid this in the future.
- To recognize the five key elements of creativity enhancement.
- To gain practical experience of creativity techniques and to gain an understanding of their effectiveness.
- To be prepared to take practical steps to enhance personal and group creativity.
- To apply creativity techniques to major issues in your organization.

#### **Variant A**

This is designed as a smorgasbord, giving the participants as a wide a range of creativity techniques as possible. The session consists of small segments of seminar containing a wide range of practical exercises both for individuals and groups. A broad schedule is:

##### *Morning*

- The need for creativity
- What creativity is
- How we block creativity
- Physiological barriers to creativity (stress etc.)
- Sample techniques
- Four stage framework group exercise from problem definition to idea selection and refinement

##### *Afternoon*

- Building the toolkit - a range of different techniques in a fast paced exploration of creativity

**Creativity Unleashed Limited – the business creativity company**

**31 Eastbury Way, Swindon SN25 2EL England**

**☎ 01793-737071**

**info@cul.co.uk**

**<http://www.cul.co.uk>**

## Variant B

In this alternative day, we look at fewer techniques, but have a more exhaustive run through the framework with a major, real problem. The session consists of small segments of seminar containing a range of practical exercises both for individuals and groups, and a half-day exercise focussing on applying a creativity framework to a specific problem in groups.

### *Morning*

- The need for creativity
- What creativity is
- How we block creativity
- Physiological barriers to creativity (stress etc.)
- Sample techniques

### *Afternoon*

- Full scale four stage group exercise from problem definition to implementation planning

## Practicalities

The *Creativity Day* event lasts 1 day. It is best staged in a horseshoe format for less than 20 attendees, or a cabaret format for more than 20. 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: *Imagination Engineering*, which will expand their toolkit of techniques and give them much more experience of a framework for creativity, or the cheaper *Instant Creativity* which is a valuable resource book of techniques. These are optional extras, but we strongly recommend them as a way of maximising the transfer from training event to the workplace.

## Pricing

Immersion size events are priced at £2,000+VAT per presenter, 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 overnight accommodation if necessary) and optionally cost of books for attendees. *Imagination Engineering* has a list price of £20.99, but we can offer it at £17.99 with further discounts for bulk purchases. *Instant Creativity* has a list price of £9.99, but we can offer it at £7.50 with further discounts for bulk purchases.