



## ***Immersion Events***

### **Creativity In-Depth**

This two day session priced at £3,500 is particularly aimed at those whose creative role involves helping others – facilitators, training, HR, communications, PR, operational research, etc. The first day gives a detailed introduction to creativity and creativity techniques. The second day concentrates on skills and experience of facilitating creativity – helping teams and other individuals to be more creative.

#### **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 provide a toolkit of creativity techniques to transform new idea generation
- To build an understanding of what is required to facilitate creativity in others
- Give practical experience of the use of creativity techniques and of facilitating creativity sessions

The first day comes in two variants:

#### **Day 1 - 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

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## Day 1 - 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

## Day 2

The second day concentrates on opportunities for group creativity, using technology in creativity and creativity facilitation:

- Why facilitation is necessary for creativity
- The facilitator's role
- Overcoming inertia and getting away from low-key meetings
- Differences between running creativity sessions and traditional facilitation
- Before, during and after
- Creativity as drama
- Looking for opportunities
- Handling the five factors of creativity
- The corporate jester
- Using IT for creativity
- Facilitation exercises – each individual gets to run a short session
- Individual feedback
- Analysing the now – how things are now; what needs to change
- Agenda for change and agents of change
- Feedback and summary

### Practicalities

The *Creativity In-Depth* event lasts 2 day. It is best staged in a horseshoe format and can accommodate up to 20 participants. 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

This event is priced at £3,500+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.

## 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.