



## ***Bite Sized Events***

# Creativity Kickstart

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. The *Creativity Kickstart* event gives a powerful introduction to the nature of creativity, the need for it and the mechanisms available to enhance creativity in a practical, day-to-day manner. Experience has shown that the requirement to do something about creativity is only really understood once individuals have some experience of the approach and techniques available – the Kickstart is designed to give that initial boost.

## 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 to get an understanding of their effectiveness.
- To be prepared to take practical steps to enhancing personal and group creativity.

## Outline

- **Introduction** – who the speaker is, why we are here, warm-up exercise exploring assumptions
- **Why bother?** – A brief exploration of why there is a need for creativity, driven by the participants own ideas.
- **Can anything be done?** – Moving from random brainstorming to systematic approaches. The five key features: culture, techniques, environment, personal development and fun.
- **Blocking creativity** – We are all very good at blocking creativity, suppressing our own ideas and putting down other people's. By getting an understanding of the techniques we use to block creativity, we can prevent this happening in the future.
- **Working in a framework** – All too often ideas can be generated that either aren't a good match to the requirement, or that aren't then carried through to implementation. We look briefly at a four stage framework to ensure that thinking doesn't stay blue sky.
- **Sample technique 1** – We use a very reliable idea generation technique (Random Picture) on a generic problem to gain some experience of creativity techniques. It is important this first sample doesn't use a real problem from the organization, as that can lead to focus on the problem, not the approach.
- **Sample technique 2** – We use a very different technique (The Takeover) to see how varying techniques can be used and produced differing solutions. This example can be used on a real business problem or a generic.
- **Doing something** – we finish by encouraging attendees to take this further. Creativity requires practical experience. The more it's practised, the easier it becomes.

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## Practicalities

The *Creativity Kickstart* bite sized event lasts 1 to 1½ hours. To get the best opportunities for participation we recommend the longer duration. It can be staged in theatre style seating for any number of attendees, but if a horseshoe format is practical then it is preferred. 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* for each attendee, which will expand their toolkit of techniques and give them much more experience of a framework for creativity and *Instant Creativity* which is a resource book and can be shared by a team. (If budget is tight, *Instant Creativity* alone would provide significant benefit). These are optional extras, but we strongly recommend them as a way of maximising the transfer from training event to the workplace.

## Pricing

Bite size 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. *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.