



Bite Sized Events

Creativity Live

Creativity Live offers an alternative to our *Creativity Kickstart* event as an introduction to business creativity. It combines a very short introduction to creativity (20 minutes to ½ hour) with a practical opportunity to explore a real business problem using creativity techniques. Unlike *Creativity Kickstart* it is only suitable for a small group (we recommend 10 or less). The *Creativity Live* event should ideally be followed by a version of the *Creativity Phase II* event that expands the toolkit, or by a *Creativity Day* training session – because a large amount of the time focuses on a single problem there will be more immediate gain in terms of the problem itself, but less learning for further use.

Goals

- To gain a basic understanding of the nature of creativity and how techniques can be used to enhance it.
- To use techniques to explore a real business problem and generate ideas for solving it
- To understand how to take the problem back to the workplace and continue the process
- To be aware of what further steps are necessary to be able to effectively use creativity techniques in the workplace

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.
- **What techniques are and do** – the nature of creativity techniques and how they work
- **Working in a framework** – How to use a four stage framework to ensure that thinking doesn't stay blue sky but results in practical outcomes relevant to the requirement
- **Understanding the problem** – Using a technique to explore the nature of the problem and how it should be approached.
- **Generating ideas** – Two powerful creativity techniques (usually Random Picture and the Takeover) are used to generate ideas to help in the problem area.
- **Creativity agenda** – A discussion of how to select from and enhance those ideas before making use of them.
- **Making it happen** – This session has provided an opportunity to experience business creativity techniques, applied to a real world problem. It will have direct benefits, but we finish by looking at how to gain more experience with such techniques and make them a resource in the workplace.

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Practicalities

The *Creativity Live* 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 four and 10 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: *Imagination Engineering* for each attendee, which will enable them to take forward the specific example undertaken and generalize it for wider use in the workplace, and *Instant Creativity* which is a resource book and can be shared by a team. These are optional extras, but we strongly recommend them as a way of maximising the transfer from the 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.