



Bite Sized Events

Creativity Phase II

This session is specifically designed to be run after the *Creativity Kickstart* event. The *Creativity Kickstart* event gives an introduction to creativity and mechanisms to enhance it – in phase II there’s an opportunity to reinforce what came before. This event will be tailored to your individual requirements, but typically will either be focused entirely on taking a real business problem through the four stages of the *Imagination Engineering* framework, reinforcing the learning in the *Kickstart* event, or will be used to add extra resources to the personal toolkit.

Goals

- Depend on your individual requirements, but may be:
- To apply creativity techniques to a real business problem and get practical experience of using them “for real”, or
- To expand the attendees’ toolkit of techniques to understand a problem, generate ideas and refine them, giving practical experience of using those techniques

Outline

- **Introduction** – who the speaker is, why we are here, warm-up exercise
- **Recap** – A short reminder of the key points of the *Kickstart* session
- **IF taking on a real business problem:**
 - **Understanding the problem** – Using two quick techniques (obstacle map and the compass) to get a better understanding of what the problem is and how it can be addressed
 - **Idea generation** – An idea generation technique is used to come up with a range of ideas and solutions. The exact technique will depend on the circumstances.
 - **Selection and refinement** – With a list of possible ideas, a simple technique is used to first select one or more ideas for initial consideration, then to refine that idea to make it more effective and practical.
 - **Planning for selling and implementation** – All too often a great idea is wasted when it isn’t sold appropriately into the organization. This essential stage looks at how the idea might be sold to those who will need to sign off any action.
 - **Using it for real** – Pulling together the lessons from today’s experience with a real problem
- **IF expanding the toolkit of techniques**
 - **Power tools** – A range of new techniques will be tried out in practice, including two to help understand the problem, three for idea generation, and one for selection and refinement.
 - **Making creativity routine** – exploring mechanisms to ensure that creativity techniques are used appropriately and new ideas become part of the every day working environment

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Practicalities

The *Phase II* bite sized event lasts 1½ to 2 hours. To get the best opportunities for participation we recommend the longer duration. It is best undertaken in a room with a horseshoe format. The maximum number of attendees is 20, and we recommend numbers between four and 10 if addressing a real problem or between six and 16 if adding to the toolkit. 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: as this session follows on from the *Creativity Kickstart*, there are no specific book recommendations, but when combining the two sessions it would be particularly helpful if attendees could read *Imagination Engineering* between the *Kickstart* session and *Phase II*. As always with our book recommendations, this remains optional.

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.

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.