



Immersion Events

I'm Not Creative

When we talk to people at random, more than 70 per cent say that they are not creative. They might be good at their job, at getting on with things... but they aren't really a creative person. This one day session is designed to break through that self-fulfilling prophesy - because if you believe you aren't creative, you won't be. You will suppress your ideas, because they are worthless. Attendees get a chance to assess their own skills, discover how creativity goes far beyond the traditional definition and to apply those skills to the workplace, bringing creativity techniques to play to amplify the effect. It's a personal morale booster and a great way to build a creative workforce.

Goals

- To understand what creativity is about
- To dispose of misconceptions about creativity and creativity training
- To explore participants' creative abilities
- To experience problem solving and idea generation
- To become familiar with creativity techniques
- To become confident to be able to bring problem solving and ideas back to the workplace

Schedule

- Passing the chi – a brief, fun introduction to what creativity training **isn't** about, but will typically be participants misconceptions
- How I stop my creativity – gaining an understanding of the way all of us block creativity
- Unlikely creativity – demonstration of how great ideas have often come from people who aren't experts in the field, and don't know what's not possible
- Personal creativity audit – everyone is creative, and this gives participants the chance to realize where they are creative in their everyday lives
- Negative wave – exploring typical arguments put up against creativity techniques and understanding why these are invalid
- First experience – practical use of creativity techniques to see how they simply help enhance the ability to solve problems and generate ideas
- Overcoming the blockages – assessing personal blockages to creativity and assembling a plan to overcome them
- The full framework – applying creativity techniques in a full four step framework to a real problem
- Creativity as fun – finishing off with an opportunity to see how much fun creativity can bring in work and outside, and pulling together a personal agenda for creativity

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Practicalities

The *I'm Not Creative* 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, though we recommend keeping it down to 20 maximum. 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: *Instant Creativity*, to provide a toolkit of techniques and *Imagination Engineering*, which provides a practical course in enhancing creativity and making it happen in the workplace. These are optional extras, but we strongly recommend them as a way of maximising the transfer from training event to the organization.

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.

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.