The Full Agenda

This one day seminar provides a toolkit for business creativity and an agenda to bring innovation into a company's culture. Creativity and innovation are not optional niceties, but the key elements of business survival in the 21st century. The world has never changed so fast. The Internet, for example, has gone from insignificance to a massive force in business in a handful of years. Competitors are springing up from unexpected directions. Rules and procedures can't cope with this rate of change – we need creativity in all our staff, in the very culture of the company to be able to respond to the challenge of change with new ideas and fresh approaches.

For many years, brainstorming has been seen as the peak of creative techniques, but in fact it is one of the weakest, and is rarely used as it was first intended. This interactive seminar provides an opportunity to try out creativity techniques and to explore the ways that a company can change to bring innovation to its heart.

Goals
- To explore the nature and benefits of creativity
- To gain practical experience of using creativity techniques to generate fresh ideas
- To be able to recognize how organizations block creativity
- To understand the impact of management styles on creativity in the company
- To find new ways to reward innovation
- To develop a toolkit to enable and empower staff to be innovative
- To be able to design an infrastructure for creativity
- To understand the role of IT in innovation
- To create an innovation agenda for your company or department

Schedule – Morning – introduction to creativity
- Why bother?
- What is creativity?
- Inspiration versus technique
- Timeout
- Teams and individuals
- Blocking creativity
- Imagination Engineering framework
- Sample techniques (random picture and level chain)
- Creativity revisited
- Introducing the agenda

Creativity Unleashed Limited – the business creativity company

31 Eastbury Way, Swindon SN25 2EL   England

☎ 01793-737071

info@cul.co.uk   http://www.cul.co.uk

Schedule – Afternoon – the creative agenda

- The creative culture
- Leadership and management
- Innovation versus discipline
- What do you do now?
- Killing the suggestion scheme
- Rewarding innovation
- Giving them the tools
- Facilitation and training
- Organizing for innovation
- The creative infrastructure
- IT and creativity
- Selling creativity
- Creativity in context
- Building an innovation agenda

Practicalities

The *Full Agenda* 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. 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, and *Creativity and Innovation for Managers*, supporting building a creative agenda. These are optional extras, but we strongly recommend them as a way of maximising the transfer from training event to the workplace.

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. *Imagination Engineering* has a list price of £20.99, but we can offer it at £17.99 with further discounts for bulk purchases. *Creativity and Innovation for Managers* has a list price of £27.99, but we can offer it at £22.99 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.