

## **Creative & Innovative Thinking – The Next New Skill**

“Ideas are the new commodity of the 21<sup>st</sup> century.” Richard Florida – *Rise of the Creative Class*

### *Introduction*

“You cannot solve a problem at the same level of thinking at which you arrived at it” – *Albert Einstein...* and yet, that’s a common practice. Many companies are missing out on saving money and making money because their employees don’t believe they are creative and/or don’t know how to think creatively for practical, profitable outcomes.

As I've traveled through-out North America conducting creativity workshops, I am stunned by that fact – that a majority of our employed do not believe they are creative, let alone have a tangible process by which to tap and access it. That's why this session is critical. It's hugely fun and interactive!

One final point of interest – in a survey done by the IBM Leadership Institute regarding essential leadership competencies, 1000 surveyed CEO’s indicated that creative thinking was the more important competency moving into the next few years! Article title: What Chief Executives Really Want?

[http://finance.yahoo.com/news/pf\\_article\\_109596.html](http://finance.yahoo.com/news/pf_article_109596.html)

This session is not about “talking about creativity”, but is about having the attendees experience it! It is designed to be a facilitated learning experience rather than a lecture.

It will help tap and nurture creative and innovative thinking by...

- Helping attendees connect with their creativity and their unique contribution within and to the organization
- Helps attendees connect with the limits they might put on their creativity
- Teach attendees an ideation process that anyone can use to tap their creativity, which can be used over and over to continuously generate ideas, process improve, and cultivate innovation
- Provide a catalyst to develop a creative and innovative culture

In the end...“People with ideas–people who own ideas – have become more powerful than people who work machines and, in many cases, more powerful than the people who own machines.” *The Creativity Economy, John Hawkins*

**Note:** This topic can be done as a keynote, ½ day or an all day workshop.

## **Session Overview**

**Overall Learning Objective:** Cultivating the intellectual talent of all employees by tapping and nurturing their creative thinking while connecting it to problem solving, process improvement, and the overall ability to think.

- Cultivating competitive growth through tapping the creative potential of every employee while nurturing a creative culture
- To conduct a workshop that nurtures and increases the functionality of the right brain and the imagination (the source of ideation, innovation, process improvement and problem solving
- To connect creative thinking to problem solving and more effective decision-making
- To provide practical, easy to use tools to generate and nurture ongoing creative thinking
- To learn how to think

## **Half Day Session Outline**

### **Module 1: Hey Right Brain – Wake UP!**

#### **An Introduction to Creativity and the Creative (Ideation) Process**

##### **Learning Objectives:**

Taps and nurtures creativity by...

- ✓ Helping staff connect with their creativity and their unique contribution w/in...to the organization
- ✓ Helping staff connect w/ the limits they might put on their creativity
- ✓ Teaching staff a creative process that anyone can use to tap their creativity that can be used over and over to continuously generate ideas
- ✓ Understanding the role of the subconscious mind in the creative process – exercise
- ✓ Introducing the role of imagination in tapping creative potential (what Disney refers to as “imagineering”)
- ✓ Increasing self-acceptance in the creative process and affirming creative capability

### **Module 2 – An Idea is a Terrible Thing to Waste**

#### **Generating Ideas – getting the feeling and establishing comfort with the process of generating ideas**

##### **Learning Objectives:**

- ✓ Understanding the principle of “volume of ideas”
- ✓ Getting those juices going – mental exercises
- ✓ Practical’s ways to generate ideas (mind dumping; mind-mapping, individual & group)
- ✓ Plan formulation – turning a collection of ideas into a practical plan

### **Module 3: Creating A Solution**

**Creativity is really fun process improvement and problem solving in disguise.**

**Learning Objectives:** Teach process improvement & problem solving techniques through various approaches ...

- ✓ Perspective thinking
- ✓ 4 APPROACH THINKING© – a unique approach that uses personality differences as a vehicle to problem solve
- ✓ Contrary Thinking (or opposite thinking)
- ✓ Problems Solving Exercises (7 exercises: add or take away exercise: the “if exercise”, metaphoric thinking, characterizations, scamper exercise)

### **Additional Benefits & Outcomes**

- Nurtures employee engagement
- Cultivates team building and synergy (team members learn that more ideas come when others are involved (the value of working with others))
- Each participant walks away with useful tools
- Each participant will have an increased awareness of their role in the creative process and what they have to contribute

Financial Benefits: Return on investment

- Reduce stress
- Higher sense of satisfaction at work, thus increasing retention
- Save \$
- Make \$

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## **Other Topics**

### The Individual Contributor Series

- EQ & You – How to Develop Your Emotional Intelligence
- Organizational Strategies for the Overwhelmed – How to manage your time, space, & priorities to work smart, get results, and be happy (now a book and audio series)
- Leadership from the Inside – Out
- Creative & Innovative Thinking the Next New Skill
- Brand Me – Moving From Employee to Professional
- Diversity Debunked – Going Beyond Race & Nationality
- The Anti-Stress Workshop

### The Management & Leadership Series

- Manager as Coach
- The EQ Quotient in Effective Leadership
- The 1% Edge – Power Strategies to Enhance Your Management Effectiveness (a unique, one of a kind seminar based on the book – released last year)