Developing Your Creative Side

The Need
In today's increasingly competitive business climate, there is a need for continuous innovation and value-added solutions. Individuals and organizations alike are discovering that new ideas have become the global currency of the future. Unfortunately though, as adults, we often limit our thinking and problem solving to fit known patterns and solutions by creating boundaries around our problems and circumstances. Enhancing our creativity can help us break through these boundaries.

The Best Audiences for this Workshop
All Levels of Staff

The Objectives of this Workshop
1. Identify what blocks creativity
2. Gain an understanding of your thinking style
3. Learn techniques to stretch your imagination and increase your creativity

The Workshop Agenda
I. Why Be Creative?
   A. Benefits in Today's World
   B. Basic Principles of Creativity and Innovation

II. What's standing in the way of your creativity?
   A. Fear
   B. Negative Attitudes
   C. Assumptions
   D. "Following the Rules"
   E. Excessive Stress
   F. Believing You Aren't Creative

III. Creativity Has a Process?

IV. What Type of Creative Thinker Are You?

V. Optimizing Your Individual and Group Creative Abilities

VI. The Screening Matrix for Ideas