

Thinking Inside Out: Inspire - Create - Deliver: A Creativity Workshop

What's in it for you?

The purpose of this course is to inspire and develop the imagination and use this, in turn, to encourage innovation in problem solving. The course mixes the research evidence on creativity in business with practical creativity exercises and techniques.

What you will get out of it

At the end of the course you will:

- Understand how to create the conditions needed for creative thinking.
- Have learnt a range of processes and interventions they can use on themselves and with their teams to enhance creativity.
- Know the triggers that can release creativity, as well as inhibit it.
- Have had the opportunity to test and apply a range of techniques.

Key Themes

- Developing your imagination – practical exercises to expand your mind.
- The creative process – what creativity is/isn't/debunking unhelpful myths.
- Getting ideas – tips and techniques to develop individual creativity.
- My creative blocks – diagnostic session to identify and overcome blocks to creativity.
- Group creativity – brainstorming done right! Practical techniques for getting ideas out of groups.
- Using absurdity/intrigue – a technique for breaking out of conventional thinking processes and selecting ideas that are genuinely new.
- Putting it into practice – practical sessions using the techniques presented to generate real ideas for real business applications.

What's Involved

A mix of creativity sessions ranging from the absurd to the outrageous that encourage you to use the creative parts of your mind. You will have direct experience of 'trailing' different methods of releasing creativity and applying them to 'real' situations and go away with your 'hand picked' portfolio of creativity techniques to try back at work.

**“Minds are like parachutes – they only function
when open”** JAMES DEWAR