

## Creativity (advanced)

90-minute webinar

In an era of rapid change, organisations need their staff to be creative and innovative. This isn't just a matter of what we do but of how we do it – creativity is just as much a feature of 'boring' management process flows as 'exciting' product development. This interactive session builds on the participants' existing experience and knowledge of creativity in a masterclass structure that focuses on drawing from some of the most up-to date techniques from a variety of industries.

### Learning objectives

- Understand how the brain shapes our approaches to creativity and innovation
- Develop your work through 1% improvements and marginal gains
- Know how to help foster a culture of creativity and innovation
- Breaking the limits using creative processes
- Boost your confidence in your creative abilities

### Webinar overview

#### 9.00 Welcome, agenda, overview

What does it mean to be creative? Facilitated discussion about the benefits of creativity as well as highlighting any misconceptions people have. Creativity can be found in process as well as in art. Agenda, objectives.

#### 9.15 Creativity in practice

Participants are given a task and asked how they might approach it. They're asked to consider not just the outcome but the process. Group discussion via 'mic'. Participants will already have a variety of creativity skills and approaches they can use. Participants learn how others approach creativity. The facilitator highlights the techniques participants have been using either consciously or unconsciously. Refresher on the brainstorming techniques covered in 'Creativity for Logical Thinkers'.

#### 9.45 Harnessing 'chance'

Creativity often comes from adversity. Overcoming challenges forces us to think differently. Overview of aleatory techniques as a way of achieving new ideas. Fast-paced activities to practise using this technique.

#### 10.00 Improvisation for creativity

Applying techniques from improvisation to allow creative ideas to 'flow' and 'bounce off' others. Demo using audio from a volunteer from the group

#### 10.15 Creativity as a mindset

Making creativity a part of your everyday practice. Thinking of it as a muscle that needs exercising. The power of marginal gains and 1% improvements to encourage constant review and change.

#### 10.15 Action plans and next steps

Participants reflect on their next steps and how they will implement their learning in the workplace. Each person makes a commitment for what they will do differently in a group whiteboard which can be circulated to participants following the session as a reminder of their actions.

#### 10.30 Close