

Creativity and innovation

45-minute webinar

The heart and soul of the company is creativity and innovation.

So said Disney's CEO, Bob Iger. And he'd know, being widely regarded as one of the world's most innovative leaders.

We can all learn from Disney, whatever the nature of our businesses, whatever our individual roles.

Learning objectives

- Understand how the brain shapes our approaches to creativity and innovation
- Be able to use creative techniques to produce new and innovative ideas
- Achieve results through 1% improvements and marginal gains

Format

Designed as a highly interactive 45-minute webinar for groups of 6 to 8, or 60 minutes for groups of up to 12, or 90 minutes for groups of up to 20.

Webinar overview

1 Introduction

- Objectives and agenda
- The role of creativity and innovation in business – not just in creative roles but in every role

2 The brain, creativity and innovation

- Left and right brain thinking
- The three brain networks and how they are key to the most creative thinking

3 The Disney strategy

- The Dreamer, the Realist and the Spoiler
- Brainstorming exercise
- Understanding the value of marginal gains

4 Action plan and next steps

- Summary of key learning points
- Reflection on next steps
- Planning for implementation of learning in the workplace

5 Close