



THE CREATIVE CONNECTION 1: CSI- THE 7 RESCUE STRATEGIES

(Based on the book "Who Killed Creativity? & How Can We Get it Back: Andrew & Gaia Grant)

PROGRAM CONCEPT <http://www.whokilledcreativity.com/>

To be competitive in today's world, individuals and organizations must continue to move forward. In order to do this effectively, strategies must be utilized that encourage a culture of creative thinking and innovation. Whilst creativity can occur in any company on a haphazard basis, this session looks at actively harnessing, utilizing and promoting creative thinking as a way to solve problems better, faster and more cost effectively. During the session participants will learn to effectively align internal values and clear processes to ensure consistent practical creative thinking, allowing for solutions to bring about innovation. The concepts in this session are presented using a unique and creative method that provides a safe environment. This allows the participants to explore and discuss the general issues without feeling threatened. The proven method used can help to reduce cynicism, transform individuals and teams and create a highly innovative organizational culture, ensuring creative thinking and problem solving flourish.

PROGRAM OVERVIEW

Discover ways to improve individual creative thinking skills through 7 essential strategies

1. Developing a creative mindset
2. Unlocking creative potential
3. Finding real solutions to real issues

OUTCOMES

Attitude Recognizing the need for creativity
Approach Practical strategies for creative thinking, ideation and innovation development
Action Effective problem solving using a creative mindset

DELIVERABLES

- Individual and/or organizational maps showing how the creative thinking strategies work
- Detailed understanding of the 7 practical strategies, systemized for improving creative thinking
- Practical solutions to organizational issues using the 7 strategies, & mapped against a real case study, AND a real live workplace issue. (this shows how to use the method AND solves a real issue as a example of it's use)

DELIVERY OPTIONS	CONNECTED TOPICS & SUITE*
<ul style="list-style-type: none"> ▪ Keynote presentation (up to 1.5 hours) ▪ Half day-Full day interactive workshop ▪ Licensing Train the Trainer 	The Creative Connection CSI Program Suite: <ol style="list-style-type: none"> 1. The Creative Connection CSI 0: Who Killed Creativity? – 7 Blocks to Creative Thinking 2. The Creative Connection CSI 1: The 7 Rescue Strategies 3. The Creative Connection CSI 2: The Team Actions 4. The Creative Connection CSI 3: Organization Innovation & The Customer Connection 5. The Chocolate Factory: <i>Simulation</i> (Innovative Process Redesign) Also - <i>The Creative Appliance Project- Simulation</i>
RESOURCES AVAILABLE	MORE ARTICLES, VIDEOS ETC



CreatCon1 CSI-7 Rescue Strategies (1pg) Program information

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<ul style="list-style-type: none">▪ Participant notebooks or notesheets▪ Online survey▪ Activity materials▪ <i>Who Killed Creativity?</i> Book	<ul style="list-style-type: none">▪ http://www.whokilledcreativity.com/
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