

Everyday Creativity in the Workplace

New Ways of Thinking that Lead to New Solutions



Creative thinking leads to
new opportunities and solutions

Turn inspiration into action

As competition and demands increase, so does the need for creative thinking. It is no longer enough to do the same thing better. Organizations must build a work climate that supports creative thinking. When individuals and teams are encouraged to turn their creative inspiration into action, they begin to create new possibilities. For many organizations, creative thinking is a required competency that leads to innovation.

Who should attend

Creativity is an attitude that you're making a contribution all the time and feeling totally "into" and committed to what you are doing. Therefore, this program is open to all employees at all levels. It can be tailored for managers and teams.

What you will learn

Creativity is not a magical, mysterious occurrence. Creative thinking results from taking a fresh look at projects, challenges, and obstacles—looking at the ordinary and seeing the extraordinary. Creativity leads to new ways of thinking that better equip employees to manage time constraints, limited resources, and conflict. In this energizing workshop, you will learn how to:

- ◆ use left brain, right brain, and whole brain thinking
- ◆ remove blocks to creativity
- ◆ apply eight concepts of everyday creativity to your workplace
- ◆ encourage and support others' creative efforts

Program format

Everyday Creativity in the Workplace is a two-hour program that includes a video program hosted by Dewitt Jones, a former National Geographic photographer. Participants complete "right brain" exercises and solve an individual or small group problem or challenge. The program concludes with an action plan for putting creative thinking to work.

To register, contact:

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