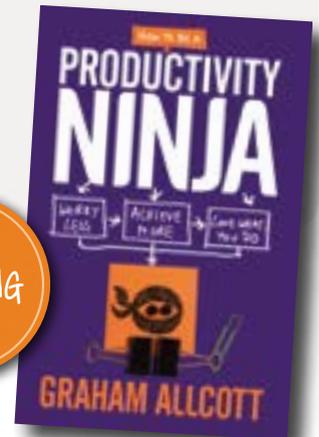


How to be a Creative Genius

Taking a productive approach to the blank page

Format	3 hour workshop
Breakdown	<ul style="list-style-type: none">▶ 50% group training and discussion▶ 50% individual and group coaching
Participants	Up to 25
Results	Develop your creative mindset and arm yourself with a practical toolkit for generating brilliant ideas and solving tricky problems
Key Benefits	<ul style="list-style-type: none">▶ Strategies for building a creative mindset – the courage to question the status quo and take creative risks▶ Practical and easy to use tools and techniques for solving problems and generating ideas
Making it stick	<ul style="list-style-type: none">▶ A copy of Graham Allcott's book for every participant▶ Action-oriented materials on the day



Overview

Originality is at the heart of creativity. So how do you ensure your ideas are as original as possible? It's all about finding fresh ground by going against the grain, eschewing conformity and ignoring the rulebook.

Sounds easy? For some maverick creatives, it may be. But for many of us, this can seem like a risky approach – so the desire to avoid failure leads us to create ideas that are safe, and often these safe ideas turn out to be pretty dull and uninspiring.

In this workshop we'll reveal why your brain stops you from thinking creatively, and how to notice when your brain leads you towards safe ideas. To counter this we'll challenge you to try lots of new and diverse experiences to increase the quantity and quality of ideas you generate.

We'll also help you view opportunities from different perspectives, and learn how to get others to listen to, understand and like your ideas.



Don't just take our word for it ...

A highly interactive session, full of energy, insightful ideas and new ways of working. I have no hesitation in recommending.

JANE HAQUE,
EXCEL



Who should attend?

Creative thinking can benefit people in all roles, departments and levels of seniority. You'll find this workshop especially useful if you need to create strategies, plans, proposals, presentations, solutions, products or services. We'll help you gain confidence in your natural creative abilities to bring a fresh approach to your work.

Practical requirements

All we need is a meeting room in your office. Our team at TPNA will walk you through everything at the time of booking.

What you'll do

- ▶ Reflect on your creative confidence and assess your creative approach.
- ▶ Map out your own personal T-Shape to identify opportunities for developing your variety of creative influences.
- ▶ Try out six creative thinking techniques, which can be immediately be applied to generate ideas and solutions for your current projects.

What you'll discover

- ▶ **Creative Genius:** The traits and behaviours of creative people.
- ▶ **Creative Blocks:** The things that block and constrain creativity.
- ▶ **Creative Catalysts:** How to enhance and encourage creativity.
- ▶ **Beginner's Mind:** How to view problems as a complete newcomer for fresh thinking and original ideas.
- ▶ **Perspectives:** How to look at a problem or brief from different vantage points to change how it is perceived and interpreted.
- ▶ **Prompts:** How to take a proactive approach to idea generation.
- ▶ **Constraints:** Why using constraints can get your best ideas.
- ▶ **Details:** How zooming in to the detail can provide fresh stimulus and insight to provoke new ideas and solve problems.
- ▶ **Disassociate:** How this certain state of thinking can help the brain's incubation and insight abilities to operate effectively.

Results

Participants learn key steps for building their creative capacity and creative confidence and come away armed with a toolkit of exercises and techniques to help them solve problems and generate ideas.



Making it stick

We're passionate about creating real change that lasts and truly embedding new habits. That's why every workshop participant gets a copy of Graham's book and practical handouts.

