a businessfruit workshop

Applied Creativity™

Solving Problems and Responding to Opportunities

Executive Summary

Creativity is the aptitude that has enabled human beings to survive and to thrive under challenging and changing circumstances. Research suggests that everybody has the ability to think and act creatively, but many organizations are not taking enough advantage of the creativity of their staff members. In this program, participants will learn tools and processes that will enable them to apply their own and others' creativity in solving persistent problems and responding to business opportunities.

The foundation of individual, team, and organizational creativity is a creative attitude. An attitude that stimulates, nurtures, and supports creativity enables us to gain the greatest value from our creative resources. There are many practical tools and methods for putting that attitude to work on real individual, team, and organizational challenges.

Workshop Materials

Every participant receives a bound workshop manual, with examples, worksheets, checklists and a practical tool to support applied creativity.

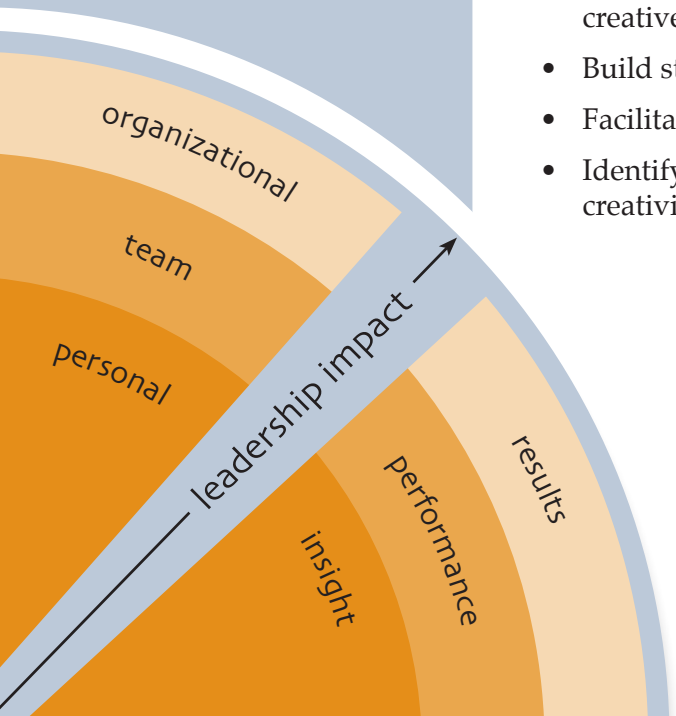
Who is it for?

Leaders, managers, team members, and individual contributors who need to think creatively in order to initiate innovation or solve difficult problems.

What will I be able to do after participating?

You will be better able to:

- Develop their ability to approach everyday challenges and persistent problems with a "creative attitude"
- Apply a set of tools for generating "out of the box" ideas beginning with brainstorming, then moving to pattern-breaking tools
- Conduct an "innovation search" based on market needs, technology "push," or strategic intention
- Frame persistent problems in a practical and effective way and generate creative solutions
- Build stakeholder support for creative ideas and solutions
- Facilitate others in thinking creatively
- Identify key challenges in their own organizations that require applied creativity



At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organizational performance.

To find out more about this workshop and our other programs:

1. email businessfruit at: info@businessfruit.com
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at www.businessfruit.com, and 'contact us'

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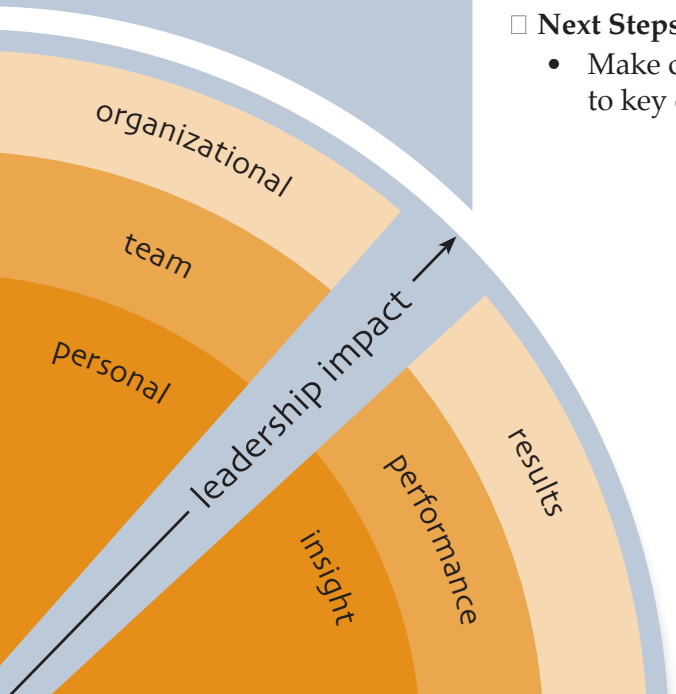
Core Program

- **Introduction and Overview**
  - Establish a climate for learning and clarify expectations
- **Definitions and Positioning**
  - Define and position key concepts
- **The Creative Attitude**
  - Learn and practice applying the key tenets of a consistently creative attitude
- **The Tools of Creativity**
  - Develop a "tool kit" of several practical methods for generating creative ideas
- **Framing Problems and Opportunities**
  - Find flexible and provocative ways to view challenging issues
- **Conducting an Innovation Search**
  - Apply a process that draws on the creativity tools as well as existing knowledge to do a "deep dive" focused on an innovation opportunity
- **Creative Problem-solving**
  - Use a structured process for approaching persistent problems
- **Working with Stakeholders**
  - Develop methods of engaging key stakeholders in the process and/or gaining their support for a creative idea or solution
- **Personal Challenges**
  - Identify key opportunities to apply concepts, tools and processes
- **Next Steps and Closing**
  - Make commitments and plan next steps for applying creative thinking to key opportunities



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