



The Art of Being Creative

How good are you at coming up with bright ideas? More importantly, how do you get better at it? This program shows you how to put yourself in a creative mode anytime, anyplace. You will no longer haphazardly search for creative solutions or become frustrated when random methods don't yield results. Expand your ideas by attending this workshop full of basics for the novice that even the advanced participant will find refreshing. The audience will learn how to turn creative potential into a thriving culture of innovation. This seminar will also help participants improve the capability for inspired productivity through examining known pitfalls and problems. In a business world that's changing fast, innovators and problem solvers rise to the top. The Other ABC's keynote address and workshop will help you to maximize your team by refining your creative self.



Program Goal

On a Personal Level

- ✔ Understand the nature of creativity and recognize techniques to enhance creativity
- ✔ Learn techniques for managing the creative process: from preparation of mental self and physical surroundings, to adventuresome decision-making and avoiding organizational factors that block creativity.
- ✔ Why you must ditch some of your "standard" routines
- ✔ Why your best ideas often come to you as you're driving, showering, or even falling asleep

On a Team Level

- ✔ How to recruit and retain creative individuals
- ✔ How to perform a creativity audit
- ✔ How to communicate with creative people



Duration

- 45-60 Minute Keynote
- 2-4 Hour Breakout Session
- 6-8 Hour Full Day Training

This program can be customized for any event including:

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| ✔ Breakfast / Lunch / Dinner | ✔ Management Conferences |
| ✔ Recognition Ceremonies | ✔ Corporate Retreats |
| ✔ Sales Meetings | ✔ Special Events |

