

# INTENTIONAL COMMUNICATION CONSULTANTS

## Creativity - Pathways to Innovation

*"The U.S. economy has always been fueled by new ideas and innovation, and this survey underscores the value that American workers put on creativity at work. In many ways this survey's results are a wakeup call to U.S. companies."*

Gerald Gordon, CEO, Fairfax County Economic Development Authority

- **A study of 674 full & part workers showed that 88% consider themselves creative, but only 63% said they are putting their creative abilities to work. (Ipsos Public Affairs, reported at Inc. Com, 10/07)**
- **39% of those in the survey said they do not think their company is creative But 75% said they thought their companies valued their creativity.**

Creativity has been designed to provide participants a conceptual and practical framework for understanding and engaging the creative process. This process will provide participants with an opportunity to learn specific skills to develop a *state-of-mind* that nurtures the creative process and leads to ingenuity and innovative outcomes

This program is built on the assumption that *thinking* is the essential factor in the creative process. Despite common myths, every person possesses the capacity to think and act with creative imagination. The challenge is to tap into the whole brain as a resource and *create* to create outcomes, *whether on an individual or organizational level*, that are successful and produce results.

### Modules

1. **Why Expanding Your Creativity Benefits You and Your Business** -Critical thinking and the creative process: a 21<sup>st</sup> century workplace imperative
2. **Engaging Genius** - The process and how it works
3. **The Tools of Creative Thought** - Integrating thought, language and feelings in manifesting your creative process
4. **Tapping Into Your Internal Resources to Support the Creative Process** -Identifying the obstacles to creativity: lack of self-awareness, beliefs and judgment
5. **Putting Your Creativity to Work** - Using your creative process: taking what you learn and applying it to every aspect of your work

### Participants Take Away

- An increased ability and capacity to think with more clarity
- Tools to enhance imagination more expansively to generate greater possibilities
- Greater capacity to solve problems, make decisions and think critically
- Expand capacity to allow for confidence, inspiration, curiosity and passion to be key emotional "drivers" in the creative process
- New skills to promote and model collaborative thinking in teams

## **Program Format & Audience**

- Senior and middle level managers, staff level employees, sales and creative staff, team leaders and customer service specialists

*Program may be modified for half-day sessions. Program can be tailored for specific business needs.*

Copyright 2008, Intentional Communications Consultants, All Rights Reserved