



CREATIVE FOCUS WORKSHOP[®]

1-DAY CREATIVE SOLUTIONS TOOLKIT FOR TEAMS

Every day, leaders, teams and entire organizations confront problems that require inventive solutions delivered as quickly as possible. Now, more than ever, creativity is crucial in business. Why? Because creativity is a differentiator. **Creativity is what solves complex problems and fuels big ideas.** It challenges our way of thinking and opens the door to new business opportunities.

In this unique, 1 day workshop, you'll learn how to harness the power of the creative process - alone, or as part of a team. We will help you set in motion the conditions that help creativity flourish, through conscious use of Creative Focus principles and tools. You'll also learn how technology, if used correctly, is a powerful friend of the creative process.



HARNESS THE POWER OF CREATIVE FOCUS®

This is a results-focused workshop. We will help you understand the tools so you can apply them to real problems and concerns to you and your organization. In addition, you'll receive the 110-page Creative Focus® Concepts Guide and Workbook, e-tools package, and free on-demand help from a Creative Focus Coach when requested back on the job.



Creative Process

How to fuel creative solution finding

Individual Creativity

Principles & Tools to help you find new solutions

Group Creativity

Tools and techniques to help your team

Technology and Creativity

How to leverage tech tools

Idea Management

How to turn raw ideas into practical solutions

WHAT YOU WILL LEARN:

- The cognitive neuroscience that underpins creative thinking
- How to create more opportunities for inspiration in problem solving
- Personal habits that either fuel creative solution finding, or destroy it
- How to break through mental barriers when seeking solutions
- When are the best times (and worst times) of your day for creative thinking
- How to frame a problem in a way that invites creative solutions to emerge
- Creative tools for a large quantity of ideas
- Creative techniques for original ideas
- Creative tools for 'non-creative' people
- Creative tools to use with tight deadlines
- How to go deep in the creative process when you absolutely need a breakthrough

"I really enjoyed this class. I'm a super left brainer (engineering background) and found these tools a great way to find truly creative solutions."