

Spark Your Creativity

Program Outline



Spark Your Creativity

In a world driven by constant change and evolving challenges, the ability to think creatively has become an indispensable asset for both individuals and businesses. As at the heart of any successful organization lies its people, creativity is a crucial quality amongst leaders. When we take it a step ahead and nurture creativity among all employees, that's when you're fostering engagement, job satisfaction, and personal growth.

The infusion of creativity within businesses is evident in the positive impact it has on problem-solving. Creative employees approach challenges with a willingness to experiment and explore unconventional paths, leading to ingenious solutions that might otherwise be overlooked. This inventive problem-solving not only saves time and resources but also enhances the organization's adaptability in the face of uncertainty. Moreover, creativity sparks collaboration as employees from diverse backgrounds collaborate to bring unique viewpoints to the forefront. This collaborative synergy often yields breakthroughs that amplify an organization's competitive edge.

By cultivating a workplace that values and cultivates creativity, businesses unlock a wellspring of untapped potential, positioning themselves at the forefront of their industry's evolution. The bright side is that anyone can learn and develop creativity.

1. Can creativity really be taught?
2. Is creativity & innovation just about throwing up a lot of ideas?
3. How can a creativity & innovation workshop help the participants on a daily basis?

The above three are the key questions we have sought to answer while designing our workshop for participants around the topic of creativity and innovation. The workshop is based on the work of Roger Von Oech, often referred to as one of the Gurus in the field of creativity.

The core philosophy behind these workshops is as below:

Very few people think of themselves as creative or innovative. However, Creativity and Innovation – while seen as “Problem solving techniques” are much more relevant and imbued in the Indian psyche. Thus the Indian “Jugaad”.

Ideas are a dime a dozen. However, most of us generally tend to get stuck in our idea generation, to tried & tested patterns that lock our thinking. Left brain thinking which relies on logic, analytics, precision, seem to be predominant in the organizational milieu. However, as an overwhelming evidence of examples and anecdotes have shown us, right brain thinking for individuals and organizations can be richly rewarding.

And unlike the popular perception that “to be creative” you need to be “eccentric, wild or gifted”, most often people only need to be guided to think in a certain way – for them to open their mental locks.

The hallmark of creative people is their mental flexibility. They are able to shift in and out of different types of thinking depending on the needs of the situation at hand. Largely, this is encompassed by 4 main roles, each of which embodies a different type of thinking. These roles being: Explorer, Artist, Judge and Warrior.

The workshop hence uses these four metaphors as a framework, basis which the participants are guided onto and made aware of the different kinds of thinking.

To contextualize the whole experience for the participants, the workshop is setup around existing issues and challenges at the workplace – which may be centered around the business, the people issues, the competitive situation or any external situation they are facing.

Objectives

- ▶ Adapt to changes that impact a business and build agility
- ▶ Brainstorm as a team - generate fresh ideas through unique and creative perspectives
- ▶ Practice creativity as a guided process of thinking
- ▶ Open up mental obstacles to creativity and innovations

Course Module

Module 1: Creativity is problem solving

Module 2: The Creative Process

Module 3: From divergence to convergence