

Fostering a Climate for Creativity & Innovation 1 day facilitated in-house workshop

Improving your ability to think creatively only works if it takes place within a conducive organisational environment. Using a range of creative thinking techniques, this 1 day in-house practical workshop takes you through a facilitated structure to explore your organisational climate for creativity and innovation and provokes you to find ways to improve

This workshop is only the start of the process of improving your organisational climate and can act as a springboard of activities that you initiate

Objectives

- To understand what a climate for Creativity and Innovation means
- To use models to explore the factors that contribute towards an ideal climate for Creativity & Innovation
- To identify the key deficiencies in your organisation climate and identify rectifying strategies

Outline

- Introduction to the organisational climate for Creativity and Innovation
- The Situational Outlook for Creativity and Goran Ekvall's Creative Climate Questionnaire
- Using collage to represent the climate for creativity and innovation
- Using a Perception Map for assessing the Climate
- Identifying key climatic factors with Force Field Analysis
- Generating ideas to create the ideal climate dimensions
- Identifying the risks involved in modifying the climate dimensions and deriving risk-reducing actions
- Stepping into the future - what life looks like in the ideal Climate for Creativity and Innovation

Tutor Biography – David Weeks

David is a Business Creativity Catalyst Someone who can tease out, cajole and inspire other to find that illusive, hidden idea buried deep in their brains. With a background as a pragmatic Physicist, he knows that a structured approach to idea generation is what most left-brained dominant businesses want.

David has developed a unique creativity tool-kit packed with the best creative thinking tools and techniques. It transforms creativity from being a chance affair into a structured business tool.

Before M1Creativity, David was Corporate Creativity Consultant at Abbey National. There he acted as an internal provocateur, stimulating corporate creativity and innovation, using their intranet. He was 'hands on' running Creativity Training and facilitating workshops. He uses simple models that get buy-in.

David's earlier industrial career included a spell at Smith Kline Beecham, seven years as a systems engineer at ICI R & D, and time developing microprocessor technology.

He also works part time as a residential tutor for the Open University business school on their, Creativity, Innovation & Change, MBA module.

Timings and Price

Workshop runs from approximately 9.00-17.00. Two 20 minute breaks plus 50 minute lunch.

£1200. Up to 16 people

The client to provide venue, projector and housekeeping resources

If pre-workshop meetings are requested additional costs will be incurred.