



## Bottom Line Innovation Associates, Inc.

We help organizations develop Innovation as a core competency, and our workshop, *Foundations of Creative Thinking*, is one of the major components. This means approaching Innovation as a *system* and not just a series of events. We offer training in creative thinking and innovation processes to your staff, and we can help your leaders learn how to *lead innovation* so that innovation becomes part of your culture. We offer coaching to leaders who want to achieve true mastery in leading innovation. Our client list reads like the Fortune 100, including giants in chemicals, high tech, retailing, travel, foods, entertainment, financial services, and others areas.

### About This Workshop

Dr. Charles Prather, originator of the highly successful *Bottom Line Innovation*® workshop and Jack Johnson, O.D. consultant, realized that for any organization to develop competency in Innovation, every employee, including top leaders, needed a working knowledge of creative thinking so they could apply it to their everyday work. This course fills that need, giving employees the tools they need to solve problems more creatively.



## The Workshop Agenda

- I. Three arenas of Innovative Organizations
- II. Experience the Power of Thinking "Out Of The Box."
- III. Basic Principles of Creativity
  - Avoiding the Pitfalls
  - Mindmapping
  - Brainstorming
  - Pattern-Breaking Thinking
- IV. Your Creativity Style; Valuing the Diversity of Thinking Style
- V. The Environment for Innovation
- VI. Tools to Spark Breakthrough Ideas
  - The Five "Kickers"
  - Practice using the tools on problems from participants to build skill

### Bottom Line Innovation Associates, Inc.

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## Education

# Foundations of Creative Thinking

## for Bottom Line Results

This one-day workshop will develop a basic understanding of creative thinking, and build skill at thinking "out of the box."



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## The Problem

Top leaders realize the need for people to think "out of the box" more often to help the organization grow through innovation. "Thinking out of the box" is a skill that can be learned through practice, yet few have been taught how.

## The Solution

Everyone in your organization needs to learn the basic concepts of creative thinking, and to believe that they themselves can learn to think more creatively as they solve tough problems. *Foundations of Creative Thinking* will meet this need. The basic knowledge as well as the practical experience given in this workshop will better equip everyone to think more creatively as they tackle problems in their own work arena.

## The Learning Strategy

From the first few moments of this workshop, participants discover that they too can think more creatively, creating ideas that they never dreamed they might. Armed with this belief that they can produce more creative ideas,

we develop an appreciation of the most common pitfalls to creativity as well as how to avoid them.

Next we explain the important concept of Creativity Style and participants will discover their own styles. These simple concepts will help participants reduce stress in their jobs, and will help them find the right work partner to do a better job with less effort. This knowledge also builds true value for the diversity of styles present among co-workers.

1. Must your organization be more innovative to meet stretch goals?
2. Would you like all employees to easily think "out of the box?"
3. Would it be worth one day of their time to learn how?

Participants will learn and practice the Mindmapping technique of analyzing a situation to help define the real problem or issue before beginning to solve it. Participants practice on real work issues and situations to gain experience using this powerful technique. Participants will learn how to think "out of the box" using pattern-breaking tools. It is

this skill that will allow participants to more quickly think of innovative solutions to problems as they arise in their day-to-day work. We provide facilitated practice using these techniques to help build skill. Like learning to play a musical instrument, it's the practice that counts. During the practice, we use real problems or issues that participants bring to the class.

Participants will create their own goals for applying what they learned, and will create a specific action plan to make it happen.

## Materials

Every participant gets a copy of the 76-page workshop manual, the creativity style instrument, a copy of "Blueprints for Innovation" book, and a shirt pocket reminder booklet that summarizes the tools and principles learned during the workshop.

## Certification

We offer certification for your internal facilitators, allowing you to bring this workshop in-house.

