

creative4business



Creativity
Masterclasses

Building
Creativity

Derek
Cheshire

2013



Creative Business Solutions

6 Abbeydale Hall | Abbeydale Road South | Dore | Sheffield | S17 3LJ | UK
Tel: +44 (0)114 339 2802 | Mobile: +44 (0)7974 755648 | Skype: derek-cheshire
Email: derek@creative4business.co.uk | Web: creative4business.co.uk

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Masterclass Summary and Purpose



The main purpose of this masterclass series is to show how creativity can be used as a serious tool for gaining insights into business issues and problems and provide better ideas and solutions. This is achieved in a fun, engaging and memorable manner so that participants are able to use the methods and techniques to add value with little or no extra tuition. The masterclasses are designed to run as a series of events, the exact number of which depends on the amount of practical work involved.

The overall aim is to promote the use of creativity and demonstrate its role in the innovation process and how we can measure and manage it successfully. The starting point is that innovation is a human process and that we must learn to manage the human capital within our organisations in an appropriate manner.

Masterclass Aims and Objectives

The overall aim of all of the masterclasses is to:

- Demonstrate the use of creative techniques that will lead to new and insightful ways of tackling business issues in all organisations
- Demonstrate the many uses of alternative techniques e.g. predicting the future, creating strategy documents and investigating awkward situations
- Show how better results can be achieved through correct selection of techniques
- Show delegates how to effectively develop conditions for a creative environment
- Provide the opportunity to practice techniques
- Focus on creativity rather than other management tools
- Assist managers at all levels with managing creative and innovative people and processes

Masterclass Benefits

After attending these masterclasses delegates will:

- Understand and have discussed the importance of Creativity in a Business context
- Understand the rules and frameworks required to use Creativity in group and solo situations
- Have experienced a number of creative techniques and be confident in their use and application
- Know how to set up a creative environment
- Have reviewed the Creative Problem Solving Process and gained insight into the importance of selecting the correct technique
- Worked in both large and small groups and discussed the advantages and disadvantages of each
- Have worked on case study material and live issues
- Be able to work with and manage creative and innovative organisations

Masterclass Organiser Notes

Target Audience



There is no 'average' profile for participants, however for in house masterclasses to be at their most effective, attendees should come from as wide a range of functional areas and seniority levels as is possible. For open masterclasses this is not normally an issue. Contributions are sought from everybody.

For a successful in house masterclass there should be buy in from senior management which then allows facilitators to suggest a modest set of ground rules such as:

- No filtering or editing of ideas as they are generated
- No one should be allowed to take over a session (particular if they are senior)
- Personal attacks or 'put downs' are not acceptable
- Groups should be allowed to ban disruptive individuals if they feel it will help the group to progress

There are also likely to be local variants such as not allowing rude, sexist or racist behaviour or behaviour that contravenes health and safety rules. Disruption due to receiving emails or telephone calls should be discouraged also. The atmosphere should be one that delegates are comfortable with and should be as informal as possible.

Resources



The following list is suitable for a group of 12 – 15 participants. For larger groups the materials provided should be increased proportionately.

Materials that facilitators should provide (or have provided by the venue) are a number of flip chart pads (4 – 6 is a good number) and marker pens. Other materials that can be used are:

- Flip chart pads (4 – 6 is a good number) plus one pack of marker pens per pad
- Lego (Quattro or Duplo), 2 large boxes
- Play do, multi coloured, 2 pots per person
- Finger paints, multi coloured, 1 pot per person
- Magnetix, Meccano or similar construction toys
- A selection of 'playful' objects such as balls, hoops that could provide random stimulation or be used to construct models
- Post It notes, 1 block for 2 people
- Coloured stars or blobs for voting and recording thoughts

When choosing objects, remember that people respond to visual, auditory and kinaesthetic stimuli so books, and music can be used also. An important part of the process is to capture ideas so thought should be given as to how this can be done. Obvious methods such as flip charts and post-it notes can be used or perhaps photographic or video evidence. The method should be one favoured by the

participants NOT the facilitator.

Masterclass Activities

The following topics are covered within the masterclasses although the amount of time allocated to each, and the depth of understanding attained may vary depending on the masterclass duration. Topics will include (but are not limited to):

- Rules for the creative workplace
- Warm up (also used for interviews etc.)
- Establishing the current performance of your organisation
- Creating a creative environment
- Forming creative groups and teams
- What makes a good idea?
- The Creative Problem Solving process
- Technique selection
- Better brainstorming
- Changing perspective using modelling
- Rapid idea generation using the morphological matrix
- Exploring possibilities using guided imagery
- Investigation of real life issues
- Using the Innovation equation for managing creativity and innovation
- Planning/communicating
- Personal and organisational barriers to creativity
- Calibrating your innovation pipeline

Delegate Take Away

All masterclasses are comprehensive learning experiences. All delegates will get a copy of the slides used (if any) however the emphasis is on 'doing' rather than 'chalk and talk'. Delegates are therefore encouraged to make their own notes as they go along.

For longer masterclasses and those carried out in house, possible take aways include:

- A complete set of technique cards
- Problem/scenario cards that they can use on their own or with colleagues
- A quick guide on assessing the innovation capability of an organisation
- A quick start guide 'What I can do on Monday'

All delegates receive a discount voucher that allows them to obtain all 4 volumes in the 'Yes You Can' ebook series at a massive 60% discount.



Bite Size Creativity



Not everyone can afford to spend time out from their businesses or to spend a great deal of money during tough economic times. However there is still a need to be able to think differently, make effective decisions and generate new ideas.

If the above rings a bell then this half day masterclass is for you. It can be run as a simple half day or perhaps later on in the day as a twilight session.

There is also the possibility of running this masterclass over a full day with a greater focus on practical exercises.

Masterclass includes:

- Creative Problem Solving
- Decision Making
- Idea Generation
- Selection of Appropriate Techniques
- Creating The Right Environment
- Team Selection
- A Safe Environment for Practice

This is an action packed masterclass with little time for rest. To ensure that you do not forget what you have learned, all attendees will leave with a comprehensive guide to the topics covered plus support via email or telephone to help them put these concepts into practice within the workplace.

Target Audience:

- If you are looking for new ways to survive in the current economic climate
- If you would like a taster session before embarking on a full scale company wide Innovation programme
- If you work on your own and have no one to bounce ideas off
- If you are simply curious as to the power of alternative thinking



Idea Generation



Our Idea Generation masterclass is a one-day masterclass that is targeted solely at the generation of viable ideas for your business. It covers similar topics as the Business Creativity masterclass but in much less detail since the aim of the day is to create ideas.

For those on a full programme the emphasis is firmly on idea generation and evaluation.

Masterclass includes:

- Clearly show why creativity is important in the context of developing new and creative insights as well as new products, services and processes
- A guide to using Creativity as a serious Business tool
- Practice in a number of creative techniques
- How to test for a good idea
- A guide to technique selection
- A guide to setting up a creative environment
- Identification of potential barriers to the generation of ideas
- A facilitated idea generation environment
- A cost effective method of generating ideas for your business

There is only a small amount of theory followed by the opportunity to practice using some simple but powerful techniques and to show the number and quality of ideas that can be produced. We also help you work out how much effort you need in order to have a constant stream of ideas within your business.

Attendees are introduced to the 'problem' such as the requirement for new products, higher sales, reorganization etc and will then reframe it as necessary before investigating it and generating possible ideas. A small number of possible solutions will be selected and presentations given to senior managers regarding the idea itself, rationale behind it, market, costings and a prototype if appropriate.

Depending on group size, expect your employees to create of the order of 1500-2000 wacky ideas, 100 or so ideas worth recording for the future and up to 10 good ideas worth working on right now.

Business Creativity



Our Business Creativity masterclass is a one-day masterclass where attendees will be introduced to useful Creativity concepts which will then be put into practice straight away. Learn how to generate at least 20 ideas over a cup of coffee, make use of negativity in the workplace and coax ideas and suggestions out of reluctant colleagues. Discover how to use Storytelling both as a

problem solving method and as a useful communications tool or how you could use a Storyboard to help create your company's Strategy

Masterclass includes:

- Why we need Creativity in Business
- A detailed introduction to using Creativity in a Business environment
- Addressing common business issues using creative techniques
- Practice in a number of different techniques
- Insight into selecting appropriate techniques
- A simple Creativity Health Check
- A guide to setting up a creative environment
- Hints and tips for Managing Creativity and Innovation
- Identification of potential barriers to both personal and organizational creativity
- An opportunity to experiment in a safe and controlled environment

Benefits of embracing Creativity::

- Increases in the number of new ideas
- Richer or better quality ideas
- Improved performance
- Increased intrinsic motivation
- Increased staff retention
- Adaptability and flexibility in tough economic conditions

In case you are worried that Creativity is an abstract concept we will show you how you can measure it!. Notes and a guide to a number of useful techniques are provided, however the emphasis is on the 'practical' rather than the 'academic' so be prepared to play a little. You will also have the opportunity to work on issues from your own business or use case study material if confidentiality is an issue.

Creating The **Difference**



Many organisations have focused on their core businesses over the years and have lost the ability to be flexible and adapt to the global challenges that consistently appear. Now is the time to take an alternative look at your organisation and develop a new set of business tools to help you prepare for, and be successful in the future.

Attendees explore both personal and organisational creativity and their relationship with Innovation

as well as dispelling the myths of creativity as 'play'.

Masterclass **Benefits:**

This 2 day masterclass combines content from both the Business Creativity and Idea Generation masterclasses. For those on a programme it provides some revision and also a greater insight into the following topics:

- Creative Problem Solving and using Creativity in a Business environment
- A guide to using Creativity as a serious Business tool
- Practice in a number of different techniques
- Insight into selecting appropriate techniques
- A simple Creativity Health Check
- A guide to setting up a creative environment
- Hints and tips for Managing Creativity and Innovation
- Identification of potential barriers to both personal and organizational creativity
- An opportunity to experiment in a safe and controlled environment
- An opportunity to work on real business issues or case study material depending on client confidentiality issues.

If this session is the last module of a programme then attendees will also address:

- Mapping and making use of networks for the purposes of Innovation
- Designing an Innovation System
- Creating an action plan (using creative techniques of course).

Derek Cheshire

Speaker | **Trainer** | Business Creativity and Innovation Expert



Derek spent a number of years working in the Software and Telecommunications industries, asking searching questions and being told 'that's the way we have always done things around here'.

Not satisfied with the answers, Derek obtained an MBA from the Open University Business School and instantly began to appreciate the impact of one of the course modules 'Creativity, Innovation and Change'.

Since then Derek has created a unique innovation model that allows direct innovation measurement and encourages a holistic approach to Innovation. He actively champions the use of creativity as a serious business tool to allow companies to realise their full potential and create the products and services that their customers want. His work encompasses innovation consultancy, idea generation, creativity masterclasses and facilitating continuous innovation.

Derek is an accomplished speaker and has compiled a long list of blog articles including *Innovation – How long is a piece of string?*, *Taking the In out of Innovation* and *How To Generate 20 New Business Ideas Over Coffee*. One of his papers has been published by the ICFAI University Press in India as part of a reference book **Ideas, Creativity and Innovation**. He has also written a manifesto for the Change This organisation entitled '**Slow Innovation – a savoury way to success**'. Derek's article on predicting the future '**Predicting the future and focusing your innovation program**' was also published in October 2008 in the Asia Pacific Tech Monitor, a United Nations online journal. His articles appear both online and in diverse places such as the **Hindustan Times** and the **Malawi Guardian**.

Derek is a member of the mastermind group for the Design Interaction course at the Royal College of Art and Design in The Hague, speaking at their **inaugural 2007 Mastermundo** event and recently took part in the CNBC programme **The Business of Innovation**. He is also a Fellow of the **Institute of Social Innovation Creativity and Change**.

In 2009, Derek spoke at the British Council's Management Express forum in Malawi and his Creative Leadership programme was selected as the basis of their **MEX Platinum** programme for senior executives and politicians. He has also addressed audiences as far away as Mexico and Iran.

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