

the creative connection

THE CREATIVE CONNECTION™ program leads to TRANSFORMATION THROUGH INNOVATION - producing superior results through better problem solving skills and more efficient and effective work practices ('doing more for less'). This 1, 2 or 3 day experiential workshop provides a productive hothouse environment for producing immediately applicable high level business solutions.

How can creativity provide the competitive edge?

To be competitive in today's world, individuals and organizations must continue to move forward, and must be the first to take initiative in making progress. In order to do this effectively, systems need to be put in place that encourage corporate creativity. Creativity can occur in any company on a hit or miss basis, and unfortunately in most companies it does happen by fluke or accident. But what would happen if creativity could be actively harnessed, directed, and promoted in an organization? Imagine what management could achieve! Successful companies are now those that effectively align internal values and processes to ensure consistent creativity.

The Creative Connection™ program aims to develop creative thinking styles and actions in individuals and teams AND to help organizations innovate better through developing innovative systems and building an awareness of customer needs. The Creative Connection™ program is divided into three sections that can be run sequentially or independently of each other.

While The Creative Connection 1™ introduces ways to improve individual creative skills in, in The Creative Connection 2™ program participants are introduced to a tool teams can use to integrate talents and skills in coming up with creative solutions - culminating in a creative collaborative task. Through The Creative Connection 3™ program participants are introduced to a platform for building systematic organizational innovation and linking this to customer needs (outside innovation).

Participants are encouraged through the different parts of the program to discover their own individual creative potential and find ways to maximize this, and also recognize the different creative perspectives within a team and organization and then use these to the best advantage. Also included are inspiring video clips and practical case studies which provide ideas and direction for action. The program finishes with some solid business facilitation where groups are led through a creative process and learn to actualize creativity.

"You brought learning to life with a lot of creativity."

Regional CEO AT&T

"You gave us compelling ideas that are worthwhile for use in our marketing."

**Regional General Manager/SenVP
Consumer Products Disney**

"You'd be happy to note we used your "Creative Connection" tools at the following day's meeting to discuss better client servicing. Thanks for a wonderful program."

**Citigroup / Salomon Smith Barney
London**

The Creative Connection™ program utilizes a unique 'cogwheels' process which shows the essential interconnection between individual creative processes, team problem solving strategies, and organizational structures that support innovation.

CLIENT CASE STUDIES

The Creative Connection was used by the following companies to achieve amazing outcomes:

Leading international Swiss bank

- Workshop for world leaders who gathered in London to explore how to implement their key initiatives effectively.

- Introduction program to an Asia wide six sigma style roll out to ensure that all participants would be able to accept the changes that will take place as a result of the full program.

University of Western Switzerland Business School

- Helped Entrepreneurs develop a value marketing proposition for a new facial recognition software

Leading logistics company

- Ensuring parcels get to the airport more efficiently.

Internationally recognized children's products company

- Re-ignite the sales and marketing team to find new ways to be motivated to market their products.

European machine lubricant company

- Re-designed the way lubricants can be used by customers to minimize misuse of their products.



THE CREATIVE CONNECTION 1™ : INDIVIDUAL APPROACHES

Creative thinking and problem solving : *Walk away with an increased capacity to come up with practical ideas and implement-able solutions faster PLUS one or more business issues solved*

BUSINESS OUTCOMES	ISSUES ADDRESSED	SPECIFIC SOLUTIONS
Innovative thinking and problem solving	Need to release the individual's creative potential to come up with new ways of thinking and problem solving at all levels	Adapting existing ideas
		Coming up with creative new ideas
		Finding innovative solutions to problems

THE CREATIVE CONNECTION 2™ : TEAM ACTIONS

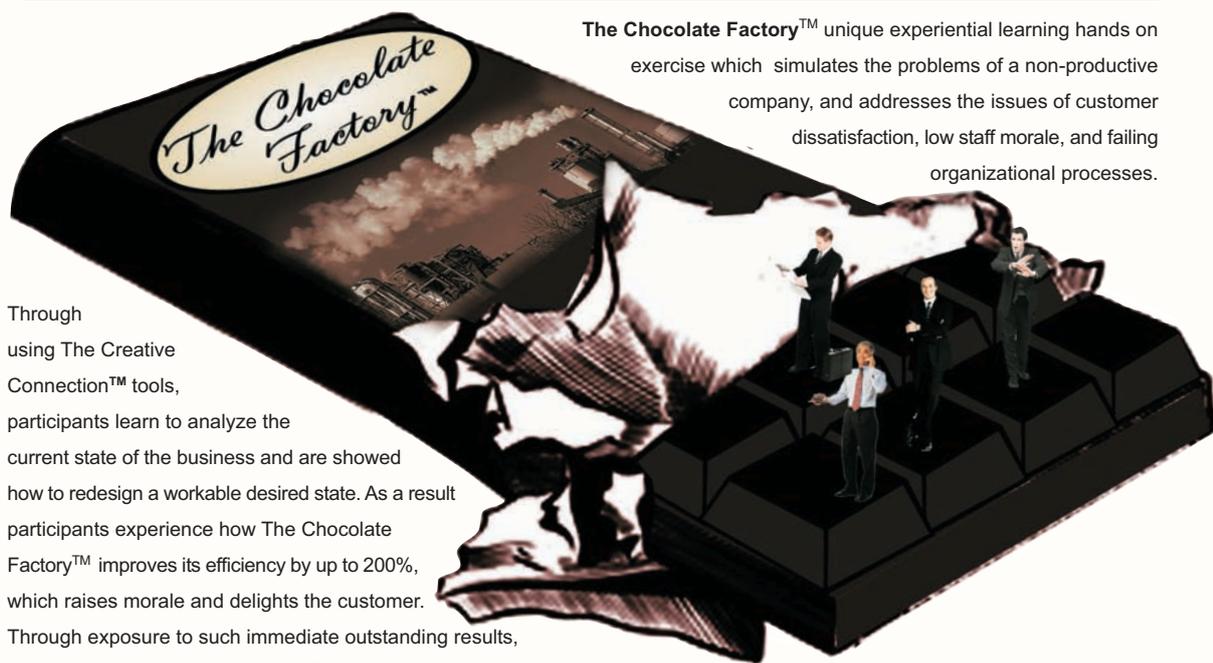
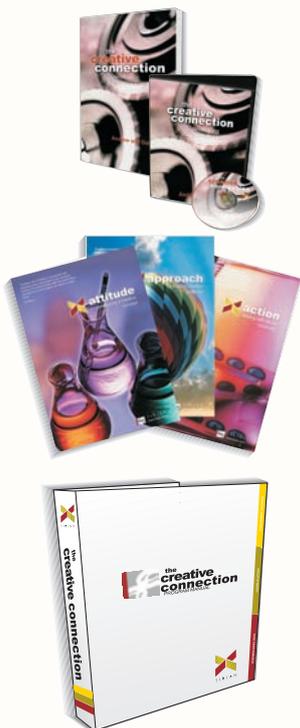
Team 'innovation solution' strategies: *Walk away with an efficient and effective high performing team able to maximize individual strengths in coming up with new business applications PLUS one or more practical new business applications ready for implementation*

BUSINESS OUTCOMES	ISSUES ADDRESSED	SPECIFIC SOLUTIONS
Creating high performance problem solving teams	Need to capitalize on synchronize and team efforts to produce superior problem solving outcomes	Understanding where individual and team natural strengths lie
		Harnessing the power of the diverse team
		Improving team problem solving skills

THE CREATIVE CONNECTION 3™ : ORGANIZATIONAL APPLICATIONS

Organizational structures that support innovation and the customer connection : *Walk away with a blueprint for organizational innovation that is responsive to customer needs PLUS one or more innovation models for the organization ready for execution*

BUSINESS OUTCOMES	ISSUES ADDRESSED	SPECIFIC SOLUTIONS
Improving processes and systems	Need to know how to find more efficient and effective solutions through analyzing a current state and using creative thinking to introduce an innovative new desired state	Achieving goals faster, better and cheaper
		Improving current systems
		Creating new systems that support innovation
		Cross functional process design
Improving processes and systems	Need to know how to find more efficient and effective solutions through analyzing a current state and using creative thinking to introduce an innovative new desired state	Identifying the pivotal role of customers in the innovation process
		Utilizing 'outside innovation'
		Utilizing customer knowledge to drive innovation



The Chocolate Factory™ unique experiential learning hands on exercise which simulates the problems of a non-productive company, and addresses the issues of customer dissatisfaction, low staff morale, and failing organizational processes.

Through using The Creative Connection™ tools, participants learn to analyze the current state of the business and are showed how to redesign a workable desired state. As a result participants experience how The Chocolate Factory™ improves its efficiency by up to 200%, which raises morale and delights the customer. Through exposure to such immediate outstanding results, participants discover how they also find innovative solutions and improve systems and processes in their own organization.

RESOURCES

DELIVERY OPTIONS AND FORMATS • Keynote • 1, 2 or 3 day interactive workshop • Snack PAK self-facilitated kits • Under license (Train-the-Trainer) • Consulting and/or business facilitation