

Essential Creativity Training



Creative Spin 



PUT A CREATIVE SPIN ON THE WAY YOU WORK



“

There is no doubt that creativity is the most important human resource of all.

Without creativity, there would be no progress, and we would be forever repeating the same patterns.

Edward de Bono

Are you looking to improve the creative capability of your business?

Creative Spin exists to build a mindset and culture of creativity in your organisation, by providing a range of courses and training that will boost core creativity, increase confidence, improve critical thinking, drive innovation, sharpen communication skills and illuminate the brightest ideas.

Creativity is a key business skill and there has never been a more important time to be creative in the workplace

Businesses that effectively harness creativity are often the most dynamic and successful. Such organisations have the creative capability to take risks, solve problems, break routine, change perspective and face fears - they flourish in a culture of colour, excitement, diversity, innovation and fresh ideas.

Whether you have recently started in a new role or are a seasoned business leader, Creative Spin training is focused on giving you practical, real-world creativity skills. Each course is an interactive mix of hands-on experience, knowledge, neuroscience and every day tools that will build your personal creative toolkit for a competitive advantage at work.



WHICH CREATIVITY COURSE IS FOR YOU?

Be more creative with
CREATIVITY IN ACTION

Start something new with
BETTER BRAINSTORMING

Have more impact with
PERFECT PITCH

Shape the future with
TRUE INNOVATION

Change the status quo with
THE CREATIVE MENTOR

Be a better leader with
CREATIVITY FOR LEADERS

Creative Spin 



WHAT IS THE BUSINESS CASE FOR CREATIVITY?



In a survey of over 1000 US workers, International consultancy **FORRESTER** concluded that:

“Creative advantage is one of the last, best levers to pull for business advantage.”

Online recruitment company **INDEED** suggests:

“Businesses can use creativity in the workplace to create innovative solutions or more positive and collaborative work environments. The creative process also involves asking questions or looking at problems from diverse perspectives.”

HARVARD BUSINESS SCHOOL believes that:

“Creativity serves several purposes. It not only combats stagnation but facilitates growth and innovation.”

Key findings in a global study by **ADOBE**:

"Investing in creativity pays off with tangible benefits – from higher income to greater national competitiveness and productivity."



80%

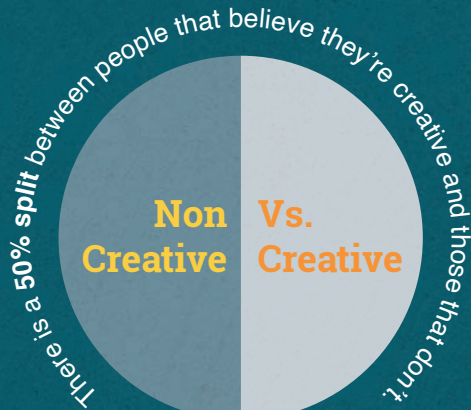
Feel that unlocking creativity is critical to economic growth.

The number of people that believe they reach creative potential is just:

1 IN 4



Companies that invest in creativity outperform competitors on indicators such as **revenue growth**, **market share** and **talent acquisition**.



Those that believe they are creative in work are:



27%

More likely to innovate and develop ideas.



21%

More likely to describe themselves as confident.



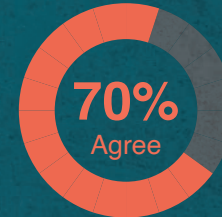
11%

More likely to solve problems effectively.



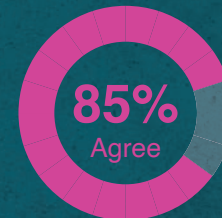
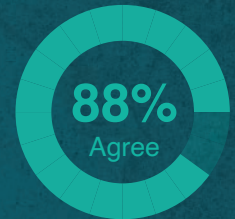
15%

More likely to describe themselves as happy.



Creativity is useful to society.

Investment in creativity leads to financial success.



Creativity makes better leaders.

Learn to Think & Work More Creatively



COURSE - CREATIVITY IN ACTION

You will complete this energetic and interactive course with a new understanding of your personal creativity and the tools you need to apply it consistently and confidently at work.

The foundational principle of the course is that everybody has the ability to be creative and you will learn to connect to your unique and personal creative style. By learning what makes you most creative, you will tackle problem solving, innovation and critical thinking with a new perspective and understanding of how to make creativity work best for you.

YOU WILL LEARN TO:

- Challenge your perception of what creativity is
- Play to your creative strengths and manage contrasting creative styles
- Overcome personal and interpersonal creativity blockers
- Develop positive habits that encourage creativity
- Be creative by yourself and with a team
- Use divergent and convergent thinking techniques
- Capture, Surround, Challenge and Broaden

BUSINESS BENEFITS:



- Enhanced problem solving capability in your organisation
- A fresh approach to finding new business angles
- Predictable and consistent creative output
- A more dynamic and creative workplace culture

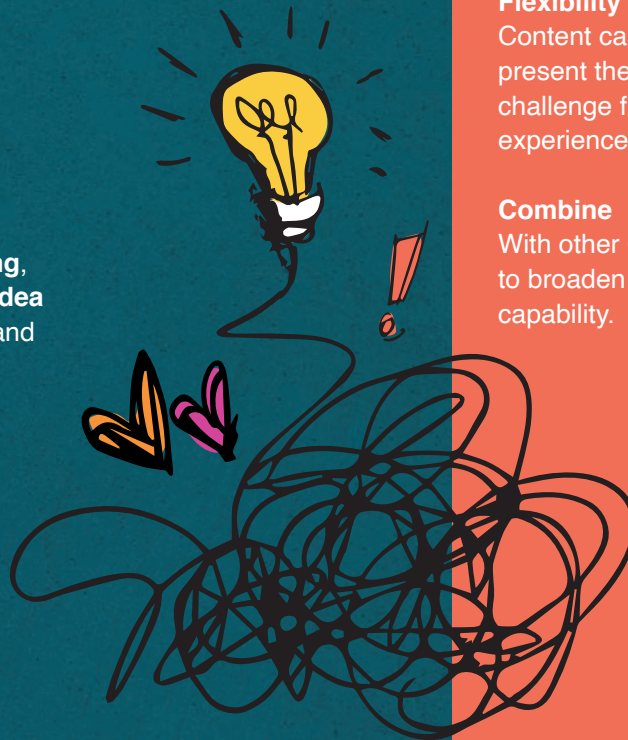
The outcome of this course is:

- Gain a complete understanding of your personal creative style and how to get the most from it
- Learn practical tools and exercises that build and nurture every day creative thinking
- Improved problem solving and critical thinking
- Gain healthy habits, practices and exercises to keep your creative brain active and agile

Who's it for?

Creativity in Action is for anybody wishing to discover or build upon their creative capabilities in the workplace. It is most suited for people in roles that require skills such as: **problem solving, innovation, critical thinking, brainstorming, idea generation, content creation, presentations and storytelling.**

The content of the course can be adjusted to provide a greater level of challenge for those that already function in creative roles.



More Details:

Delivery

1 day course with breaks
For groups of up to 20 people
In-house or a chosen venue
In person or online.

Flexibility

Content can be adjusted to present the right degree of challenge from new-starters to experienced leaders.

Combine

With other Creative Spin courses to broaden learning and expand capability.

Beat the Blank Flip-chart

COURSE - BETTER BRAINSTORMING

This course is aimed at moving teams beyond the blank flip-chart and towards a rich and energetic approach to creating new ideas in a team or meeting environment. The objective of the course is to show that brainstorming can be so much more productive and creative if it's approached from the right starting point - a point that ensures thoughtful, creative and valuable contributions from everyone.

Better Brainstorming will reveal practical techniques that are certain to ensure creative ideas and input from every member of the team.

YOU WILL LEARN:

- That 'any suggestions?' is a terrible place to start the brainstorming process
- An insight to creative styles and preferences that will promote participation from everyone
- That asking better questions is a learnable technique to promote creativity and innovation
- Managing personalities in the room can eliminate creative 'blockers'
- To manage the brainstorming process for effective, time-managed results

BUSINESS BENEFITS:



- Frame problems and find creative solutions more quickly
- Maximise the creative contributions made by everybody
- A cohesive team-wide approach to critical thinking
- More decisive action points, follow up and implementation

The outcome of this course is:

- Gain a better approach to brainstorming that will achieve real results
- To maximise contribution from all team members
- Learn to filter ideas and stay 'on brief' with input and output
- Learn to move forward with concise action points and a follow up plan

Who's it for?

Better Brainstorming is for anybody that operates in a team with a collaborative function. The content of the course can be adjusted to focus more on effective outcomes for team leaders.



More Details:

Delivery

1 day course with breaks
For groups of up to 20 people
In-house or a chosen venue
In person or online.

Flexibility

Content can be adjusted to present the right degree of challenge from new-starters to experienced leaders.

In Depth

This course can be combined with **Creativity in Action**. It can also be extended by using live business briefs to explore your new brainstorming techniques in context.

Captivate Your Audience With Better Pitches

COURSE - PERFECT PITCH

How do you ensure that powerful creative ideas will 'connect' with the right people? You've worked tirelessly and creatively, poured your soul into a new concept and now you have to influence and persuade key decision makers that it's a good idea.

This course is designed to help make your ideas fly, and for that you need to have Perfect Pitch. Whether you're pitching internally, or to a client, learn what it takes to breathe life into your initial idea and make other people as passionate about it as you are.

YOU WILL LEARN:

- To shape your idea into something that connects with your audience
- Structure your pitch with a killer hook - It's just like a pop song!
- Tackle objections by thinking of them yourself
- Build a robust and critical business case for your creativity
- Sharpen your pace, timing and delivery

BUSINESS BENEFITS:

- Improve the chances of converting a pitch into a 'yes'
- Build better business cases and tell better stories
- Improved brand representation in front of clients
- Company-wide confidence in delivering presentations



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True Innovation is a Cultural Attitude

COURSE - TRUE INNOVATION

Innovation is regarded as a leading principle and component of business growth. Many businesses invest in innovation, but few get it right.

This course is designed to challenge mindsets by demonstrating that True Innovation is a cultural attitude and not simply a process. By nurturing a creative and innovative culture, the right processes and approach to innovation will follow.

Make business evolution robust and sustainable by using True Innovation.

YOU WILL LEARN:

- Why innovation is a cultural mindset and not simply a process
- When innovation is appropriate and why evolution and revolution are sometimes better
- Why innovation encounters resistance and what to do about it
- How to put innovation into action with tangible results

BUSINESS BENEFITS:

- A workforce engaged in the process of innovation
- A measured and structured approach to innovation
- An improved approach to trying and testing new ideas
- Increased ability to find opportunities to innovate



The outcome of this course is:

- To make innovation a conscious pursuit, not something that will 'just happen'
- To learn a reliable framework for innovation
- Better implementation and execution of ideas to ensure growth and action
- To foster a company-wide culture for innovation

Who's it for?

True Innovation is for individuals and teams with a healthy desire to find continual improvement, growth and progress. The course is equally suited to nurture internal innovation, or to find client-focused and product based innovation.



More Details:

Delivery

1 day course with breaks
For groups of up to 20 people
In-house or a chosen venue
In person or online.

Flexibility

Content can be adjusted to present the right degree of challenge from new-starters to experienced leaders.

In Depth

This course can be adjusted to greater levels of challenge for leaders and is most effective when combined with other Creative Spin courses. The focus of content can be changed according to the strategies and specific needs and structure of your business.

Make Your Organisation a Creative Powerhouse

PROGRAMME - THE CREATIVE MENTOR

The Creative Mentor is a 6 -12 month package within which you get a flexible mix of creativity training, coaching and mentoring.

Transform your organisation into a truly creative powerhouse. Optimise the creative potential of each individual and align styles to squeeze every last drop of creative juice from your teams.

The outcome of The Creative Mentor is an increased confidence and capability for your teams to work creatively with roles more clearly defined.

YOU GET:

- Flexible access to Creative Spin training
- Coaching
- Team Coaching
- Creative input, feedback and mentoring for live business pitches
- A pre-agreed level of phone / Zoom consultation and support



BUSINESS BENEFITS:

- A company-wide culture of creativity
- A consistent creative language and understanding
- Unrivalled support from a seasoned creative (me)
- A steady plan for creative growth objectives



Creative Teams Start With Leaders

CREATIVITY FOR LEADERS

Business leaders are under increasing pressure to demonstrate creativity within their role, whether that's from themselves or members of their team.

Every Creative Spin course is designed to be adaptable and tailored to meet the needs and challenges of business leaders.

In addition to my standard courses, I also work in a more individualised capacity with business leaders to provide support through Coaching and Consultation.



Leadership

I am able to tailor every Creative Spin course to fit a Creative Leadership programme that suits your organisation's culture.

Coaching

I have been a creative my entire working life. I know It can be difficult to get the best from creative people and I am able to provide a highly personal and experienced insight into how creatives tick and the leadership style they're likely to require to be at their best.

Consulting

I can act as a creative consultant, an ideas man; whether you wish to use me to test your own ideas, or tap into my creative mind to find solutions for you. I have a pragmatic approach to being creative and my style of creative thinking is on tap to help you see things a different way, or put new ideas into place.

What can you expect?

The Creative Spin philosophy is that everybody can be creative. Courses explore a range of creative intelligences. ***They are not about artistic accomplishment.***

You will learn

Why creativity in work is important, **what** happens in our brains during creative processes, **when** to use your creativity and **how** you can apply a Creative Spin for a competitive advantage at work.

Outcomes

Each course has specific outcomes and is designed to impart usable skills in the workplace.

General learning themes include, advanced problem solving, cognitive bias, critical thinking, convergent & divergent thinking and more.

Exercises

Courses are designed to be collaborative and experiential.

Each course consists of a specific range of hands-on exercises, discussion and reflection.



I am Sam

I make no bones about being 'me'. I don't pretend to hide behind a corporate 'we'.

If you hire me, you get me. You get the fingerprint of my rich and varied experience. You get my energy, you share in my vision to help people discover what it means to be creative at work and to learn the joy that brings when they make a positive impact in your business.



“

Creativity takes courage

Henri Matisse

I'd Love to Work With You

PLEASE GET IN TOUCH

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Creative Spin

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Visit my website for:

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