



Creativity – different thinking for better results

At [equalta](#) our belief about creative thinking for business is...

- ☑ Creative thinking can be learned – we can all generate new ideas and better ways of doing things
- ☑ If you trust the process, let it flow and stay with it, fantastic new ideas will follow
- ☑ Creating the right environment is a vital part of successfully generating new thinking

When you choose to join us at Missenden Abbey for an [equalta Creativity – different thinking for better results](#) course...

This is what your learning will achieve....

An understanding of the nature of creative thinking
Experience at least three creative thinking techniques
Experience generating new and different ideas
Know how and when to use different creative thinking techniques
Practise the facilitation skills required to run a creative thinking session

This is how you'll be learning...

No powerpoint!
Interactive explanations of the theory
Demonstration of techniques
Individual thinking and group work
Taking the role of facilitator
Intriguing asides
Walking in the woods

This is the atmosphere we'll set up for your learning...

Some fun activities for you to do before you join the course
A warm friendly welcome from us and The Abbey staff
Icebreaker(s) to set the 'fun' culture
Colourful and scented pens to get to more of your 'senses'
Games and props around the room
Working together collaboratively
Flipcharts will gather on the walls as the day goes on to get a great sense of progress
All in the beautiful, relaxing setting of Missenden Abbey



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This is how we'll make your learning stick...

Review and reflection - benefits and concerns of using the techniques, positive ways forward

Recaps - using fun (beachball, phone a friend...)

Real life examples of success in business

Follow up postcards to see how you're doing after the course

Collaborative connections after the course

This is what we'll actually be doing...

Icebreaker(s)

Short experiential exercise to experience creative thinking and cover theory

Groundrules, environments, psychology - and their importance

Brainstorming – how has it been working for you?

Technique 1 – brainstorming with a twist

Review 1

Demonstration 1 – checklist techniques using packets of smarties

Technique 2 – metaprocess – using visuals to move towards solutions

Review 2

Technique 3 – morphological box – finds many more potential solutions to choose from

Review 3

Top Tips for which technique to use when and in which situation

Facilitation Skills

Venue, dates and costs

Missenden Abbey Conference Centre, Bucks

May 18th, October 26th

Whole day course, including lunch: £495

Maximum 10 participants

What to do next

Call Nicole Sadd on 01494 866811 to book

or

Call Amanda Graham on 01494 867940 for more information about the course