

2 ½ Day Seminar

## The Creative Edge!

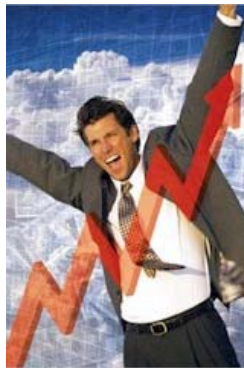


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HBDI™ Certified  
Herrmann Brain Dominance Instrument™

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*“Pure logic is the ruin of the spirit.”*

*-Antoine de Saint Exupery*

In today's fast-paced, competitive workplace, an organization's survival depends on leaders who can consistently and deliberately develop innovative and effective business solutions. Leaders need the skills to foster a work environment that encourages and promotes creativity and innovation. That is why we designed *The Creative Edge!*™ In this seminar managers, team leaders and executives together learn what it takes to promote innovation, and how to build an environment that sustains it!

**Generating powerful ideas and innovative solutions isn't a matter of luck.**

It requires skills that allow individuals to challenge paradigms, leverage diverse resources, think expansively *and* critically, and target critical areas for innovation and creativity.

These skills *can* be learned and developed. *The Creative Edge!*™ teaches participants how to *manage* thinking in order to do away with rigid belief systems and myopic perspectives so they can achieve "out of the box" breakthroughs that can be developed into cost-effective, timely, tangible solutions for tough business problems. This program offers a wealth of skills, techniques, and practical guidance for discovering how to turn insights and options into actions that get results.

*The Creative Edge!*™ Seminar will help you accomplish the following:

- **Inspire** innovation and creativity that will produce lasting change
- **Empower** the teambuilding process with a new, dynamic, and collaborative technology
- **Challenge** and overcome blocks to creativity and innovation
- **Develop** frameworks capable of breaking stagnant convention and inspiring novel approaches to problem solving
- **Complement** the creation or introduction of innovative products or services
- **Incorporate** creative, interactive, and positive humour into your organizational or business culture
- **Increase** motivation and commitment to integrating the creativity imperative

Strategy

Awareness

Inspiration

Creativity

Innovation

EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAININGS!®

# The Creative Edge!™

## The Creative Edge!™



### Format

This seminar is the perfect blend of adrenaline and exhilaration that “thinking out of the box” can bring to individuals and organizations.

Your team will be taken for a powerful and amusing transformational journey where they will actively learn and participate in simulations that will help them get *the creative edge*.

Your entire team will leave the seminar inspired and with a strong sense of Team Spirit and most important; with a clear positive and cooperative attitude towards the future.

## What are the keys to the success of *The Creative Edge*?

The key to the success of this seminar is **the speed at which participants are able to develop fresh new perspectives on risk taking, creative collaboration, and the rewards of breaking through the limits of conventional logic.** This is accomplished through the use of *Accelerated Learning* structures and carefully designed group experiences that empower individuals to discover their own unique creative potential.

The real-life business examples and practical advice included in the seminar help participants navigate their own challenges and apply the results to individual projects and work teams. Action plans, along with self-assessment tools, checklists, and exercises show learners how to make a difference inside their organizations!

Participants will leave the seminar with:

- A deeper understanding of the innovation process: what's involved, its scope, and why it's important to their teams and their companies.
- A list of identified barriers to the innovation process and specific how-to actions to move forward.
- Proven thinking techniques to quickly take advantage of opportunities.
- Field-tested tools to help sharpen and enhance thinking skills.
- Practical ideas on how to leverage their ability to think "outside the box" and apply the results to real on-the-job challenges.

Research shows that the **seven success factors** for sustained creativity and innovation in an organization are the following:

1. A **culture** that embraces innovation everywhere.
2. **Strategic alignment** of initiatives with business goals, policies and processes.
3. A **focus on the customer and an eye toward the market**
4. **Risk acceptance.** Understanding mistakes are often the base for future success.
5. Emphasis on **exploratory thinking**, idea generation and experimentation.
6. **Solid interpersonal relationships & internal teamwork.**
7. Encouraged **cross-functional, cross-discipline communication** at all levels.

**The Creative Edge™** seminar will cover every single one of the above factors in depth. At the end of the session you can expect to have a rejuvenated group of individuals ready to seize the previously unseen or possibly ignored opportunities.

### The Herrmann Brain Dominance Instrument™

In order to establish a proper foundation for innovation and creative thinking, every participant will complete the *HBDI* prior to this seminar. This instrument measures thinking preferences. It is one of the most powerful and most flexible diagnostic tools in the market today. Almost instantly participants will understand the value of this and will immediately put it into use in all aspects of their professional and personal life.

**The Creative Edge!™** workshops are held in your facility or an off-site location for groups of various sizes. For immediate response to your questions, further information or to schedule your seminar contact us at:

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