



4D Creativity & Innovation

We believe everyone is creative and that your creativity is the greatest and most exciting resource you have. Why? Because it's innate, limitless, totally unique, often unexpected and utterly energizing.

This one-day course will help participants understand how innovation can be nurtured within an organisation and how they themselves can increase their unique creativity at work.

Objectives

- Explore the theory and process of creativity.
- Identify how individuals operate creatively.
- Identify what supports or blocks creativity and innovation.
- Explore different idea generating tools and creative, problem solving techniques.

About This Course

This one-day course will help participants gain an insight into how innovation can be nurtured within an organisation and how they themselves are creative.

Unlock your creativity - both in the workplace and in every other part of your life.

Your next idea could be the beginning of something incredible!

Let us know how we can help...We look forward to hearing from you

Get in touch

Call Tom on 07583 446075 or email tom@4dhumanbeing.com
Call Philippa on 07958 316227 or email philippa@4dhumanbeing.com

www.4dhumanbeing.com



Who Should Take This Course?

- Anyone who needs to regularly come up with new ideas at work.
- Anyone looking to increase his or her capacity for creativity.
- Anyone who needs a strategic approach to innovation and creativity at work.

Outline of the Content

- Introduction - How are you creative?
- What are the barriers that prevent creativity and innovation?
- Thinking and the 4 Quadrant Brain
- The 4 Quadrants of Creativity
- Identifying Obstacles
- Fact Finding Grid: Making Innovation Happen
- The Power of the Positive: 'Yes and'
- A Look into the Future
- The Meaning Map: What's it all about?
- Converging to an Innovation
- The Dragons Lair
- Measuring Innovation
- Wrapping up the day

Learning Outcomes

- A greater understanding of how you are uniquely creative.
- Clarity around how your personal thinking style can support your creativity.
- An ability to appropriately use several, highly effective idea generating tools.
- Understanding of what supports and blocks creativity.
- Tips on how to facilitate an idea sharing session.

Learning Methods

The training will be a mix of practical, up on your feet learning, hands on experiences and discussion around research and leading edge theory.

All relevant materials will be provided.

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