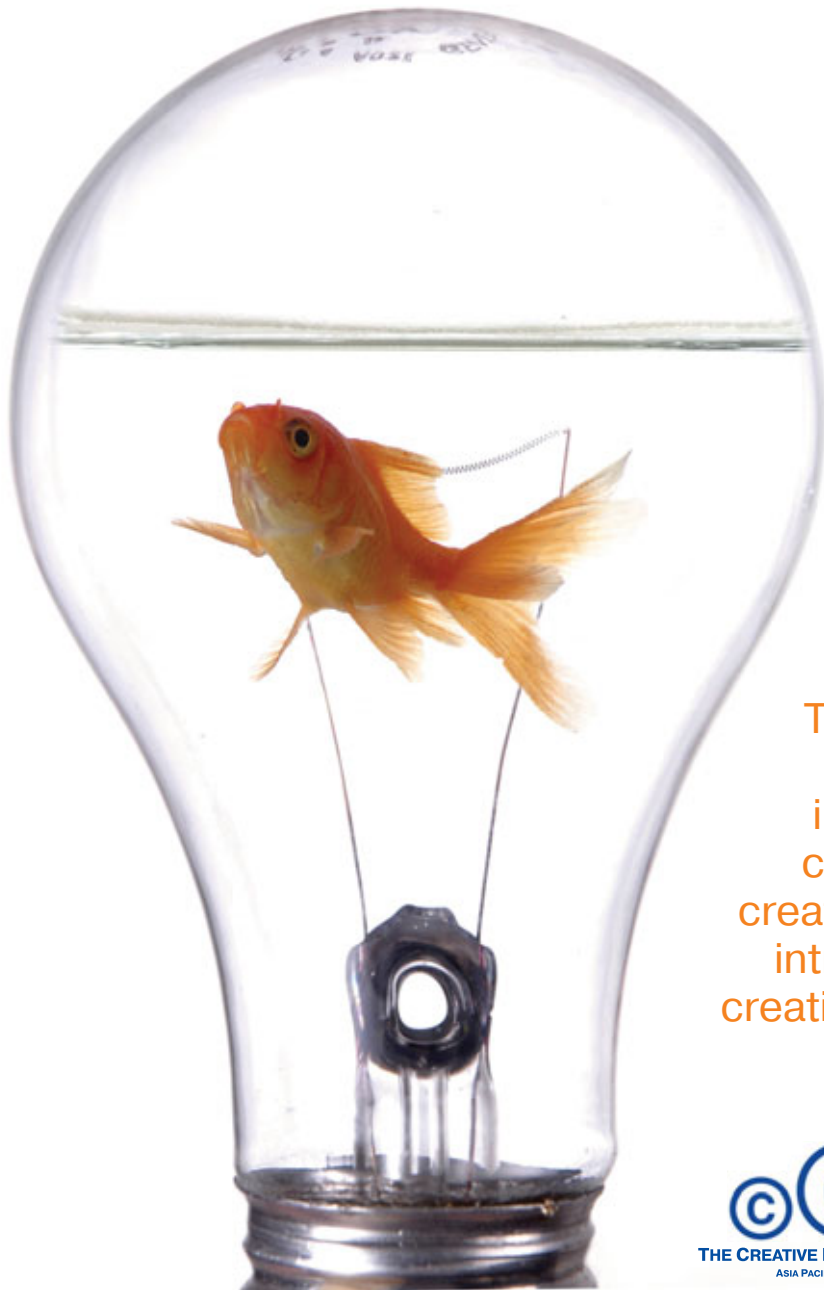


A professional development experience

FACILITATING CREATIVELY TO PRODUCE IDEAS AND KNOWLEDGE FOR VALUE®

In too many companies, real business innovation is an exception. Innovation lives in a ghetto, safely corralled in R&D or new-product development, where it can't infect the rest of the organization. And yet we know that to lock up innovation in a corner of the company is to limit that group's potential to create the future. The most important business issue of our time is finding a way to build companies where innovation is both radical and systemic

GARY HAMEL
Fast Company, 2002



This Professional Development Experience offers powerful insights and tools into how you can apply your leadership skills creatively and innovatively through introducing a systemic culture of creative facilitation for value to your organization.

Why the need for facilitation?

As organisations realize that enduring value comes from creativity and innovation and leaders notice that creativity and innovation cannot be coerced from people, the skill of facilitation is gaining both awareness and interest.

Facilitation and arts-based processes are genuine tools to create and maximize links between people, new ideas and the organisation's products, services and processes.

In essence facilitation means to "make easier", thus the focus is on processes that make it easier for a group to:

- Transform existing practices
- Share knowledge and generate new ideas
- Compare, contrast and choose between options
- Make decisions and plan for implementation

The role of the facilitator is to pay attention to the group and the process, so that the group can focus their attention on the ideas and issues on the 'table'.

«Facilitating creatively to produce ideas and knowledge for value»®

introduces you to facilitation as a creative methodology and explores three sets of processes for transformation, idea generation and implementation that will build a systemic innovation process.

How will the programme benefit me and my organization?

Leaders at all levels, in formal people manager roles and in matrix management roles, will generate benefits by being better able to facilitate creativity and innovation in those they lead and those who report to them.

You will learn to

- Tap into the creativity that exists in any group of employees
- Generate creative new ideas and knowledge
- Facilitate a range of processes that you can use in-house

These processes can be used for

- Generating new product ideas
- Transforming existing work processes
- Assessing feasibility options
- Setting action plans to drive implementation



The Programme Content..

Facilitation as a Creative Methodology

You are introduced to facilitation as a creative methodology - how it works creatively; its ability to work as a sense making tool designed to deliver outcomes that produce ideas and knowledge. You explore a range of theories and tools and how to identify and select the most appropriate ones for a context or application.

Facilitation as a Transformational Tool

Creative facilitation is a powerful tool for organisational transformation. You experience a creative methodology that challenges assumptions, beliefs, conventions and experiences. By changing mindsets, you and your team can think big, think creatively and productively and in the process transform the way you and your team think, how you and they collaborate and as a result achieve outcomes and value.

Facilitation for Idea Generation

You are introduced to the Creative Problem Solving Methodology (CPS) of idea generating through divergent and convergent thinking. You learn how to apply tools such as brainstorming, forced connections, and SCAMPER to diverge and voting and hit listing to converge. You run your own ideation session.

Facilitation for Implementation

One of the most difficult areas of facilitation in creative leadership is facilitation for implementation. The 50 Tasks of Strategy is a creative facilitation methodology built around project management and resource allocation for action that ensures an organization has a focused and clear understanding of how to implement. You will work in teams to develop a strategy and plan for the implementation of a commercial innovation opportunity.

A Facilitation Practicum

To complete the programme you are required to prepare and run a creative facilitation around a business problem or concept within your organization using the methodologies you have experienced during the programme.

Programme Structure and Delivery

Each module in «**Developing Creative Facilitation Skills To Produce Ideas and Knowledge for Value**» © is designed to stand alone. Thus the programme can be designed and delivered in various ways to suit your professional development needs.

• A condensed one day programme

This is an ideal way to introduce creative leadership, creativity and innovation in-house to senior management and their teams.

• A 4 unit programme - half day a week.

This programme allows for the introduction of creative leadership, creativity and innovation in-house and adds a coaching dimension. In each session the theory is introduced and applied to an existing problem or concept in the work place. Each new session commences with a review of the application of the previous week's programme.

• An individual creative leadership coaching programme.

The modules and the content are arranged to suit your personal creative leadership needs and time commitments.

Programme Coaching Service

«**Facilitating creatively to produce ideas and knowledge for value**»© provides an introduction to the theory and application of creative facilitation. It is recommended in order for you to develop real proficiency in these capabilities and skills that a programme of regular coaching and group work be designed and implemented as a follow up.

A specially designed on-line feedback survey is offered to you free of charge at the end of the initial programme to help you assess the tools and techniques you felt most appropriate, productive and effective and suitable for your on-going personal and professional development.





FACILITATING CREATIVELY
TO PRODUCE IDEAS AND KNOWLEDGE FOR VALUE®

The Creative Leadership Forum

The Creative Leadership Forum is a world class not-for-profit independent action learning centre led by a global advisory council, designed for senior executives from business, government and non-government organizations to come together with creative practitioners and facilitators in a space that minimalizes the fear of failure

- to gain new knowledge
- to integrate this learning as it emerges
- to generate findings to a wider public for the common good

The Creative Leadership Forum designs and delivers creative leadership, creativity and innovation programmes to business, community and government leaders through its global network of internationally experienced creative practitioners and facilitators.

The Creative Leadership Forum Faculty
All Creative Leadership Forum programmes are delivered by internationally recognized practitioners in creative leadership, creativity and innovation.

Each practitioner must be a full member of the Creative Skills Training Council, Asia Pacific, an invitation only global on-line community of practice sharing knowledge obtained through practice in creative leadership and creative and innovation skills development. The Creative Skills Training Council is made up of creative practitioners/facilitators, business leaders, academics, designers, artists, behavioural and cognitive scientists recognised globally by their peers as leaders in practise, research or application in this field.

Contact



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The Creative Skills Training Council,
Asia Pacific - www.cstc-apa.com.

CSTC Creative Skills Training Council
Asia Pacific & Australia

The Australian Services Roundtable -
www.servicesaustralia.org.au

