



## ABOUT IGNITING CREATIVE POTENTIAL™



### Are you looking for...

- ...ways to ramp up the creative efforts of those with whom you work?
- ...strategies for being more creative?
- ...better ways to lead others in creating new ideas and approaches?
- ...skills to facilitate problem solving and innovation sessions?

The Igniting Creative Potential Course (ICP) addresses these issues and many more in a fast moving 3-day training program that is intense, hands-on and productive.

### In this course, you will learn about:

- 15 tools for generating and focusing new ideas
- 8 guidelines for effective thinking
- 4 main components of creative problem solving
- Your personal style related to solving problems and managing change
- A roadmap to guide your creativity and innovation efforts
- Practical suggestions for leading and managing change
- World-class best practice for idea generation and idea focusing
- How to effectively facilitate creativity and innovation sessions

One of the many benefits you will receive from taking this course is participating in applying your learning on real challenges and opportunities. All participants will be able to develop a creative approach to their tasks (personal or professional), and participate in numerous facilitator lab experiences.

These facilitator labs provide the unique opportunity to experience numerous real-life applications of Creative Problem Solving. Those facilitating the sessions will be observed by a master CPS facilitator, and all group members will engage in a debrief aimed at identifying and capturing key learnings for future applications of CPS.

Our promise to you is that you will leave this course a better innovator and facilitator of the creative collaboration.

### **Here is what some past participants have said:**

*As a professional regularly in a situation requiring creative generation, I know how difficult working with groups in these situations can be. I was impressed with not only the content included in the course, but with the effortless and supportive manner in which we were guided through the experience.*

Nora Geiss, Interbrand

*I really enjoyed the experience. Not only do I have a better understanding of my creative style [as well as those that I work with], but I now have some tools to help move my company forward on innovation.*

Nicole Kollias

McCain Foods, USA

# The ICP course at a glance

## Pre-work and Preparation

### Participants complete:

- VIEW: An Assessment of Problem Solving Style™ via the web
- A short pre-course survey

## Day One

- Welcome, introductions and expectations
- Accelerated learning activity on the Landscape of Innovation
- Feedback on your Orientation to Change (from the VIEW Assessment)
- Experiencing the dynamic balance between generating and focusing: The “heartbeat” of CPS
- Overview of CPS Version 6.1™
- Lunch
- Applying the tools and language for increased clarity: The Understanding the Challenge Component of CPS version 6.1™
- Applying the tools and language for generating ideas: The Generating Ideas Component of CPS version 6.1™
- Feedback on your Manner of Processing (from the VIEW Assessment)
- Group Dinner

## Day Two

- Applying the tools and language for action: The Preparing for Action Component of CPS version 6.1™
- Feedback on your preferred Way of Deciding (from the VIEW Assessment)
- Accelerated learning activity to “teach-back” the CPS toolkit
- Lunch
- Learning and applying the tools and language for navigating the innovation process: Appraising Tasks
- Navigating the innovation process: learning and applying Designing Process
- Planning to facilitate CPS version 6.1™ on real challenges and opportunities

## Day Three

- Facilitation practice sessions: You have the opportunity to actually experience CPS sessions and participate as a resource-group member, client or facilitator. Each CPS session is followed by engaging in group feedback to capture key learnings.
- Lunch
- Facilitation practice sessions (CPS Labs)
- Taking CPS version 6.1™ Forward: Insights and personal planning

## Participants receive:

- A “Toolbox” for Creative Problem Solving that includes background material and practical resources – including proprietary supplementary material to support the facilitation of CPS in small groups
- The Innovation Process Placemat – to help you learn and then explain CPS to others
- Feedback on VIEW: An Assessment of Problem Solving Style™