

## Harnessing Creativity for Organizational Growth

*Unlock the Full Potential of Your Organization to Drive Innovation*

CEOs around the world identify creativity and innovation as two of the most important skill sets that organizations must master in order to thrive in the new economy. But recent surveys also indicate a growing “creativity gap”: an increasing inability of leaders and staff to exercise creativity within organizational constraints.

This program will help you close the “creativity gap,” as you explore creativity as a powerful organizational engine for solving complex challenges and driving innovation. You will discover ways to draw out and develop your personal creative leadership skills. You’ll also learn to design a more supportive creative culture within your company—one that encourages people to take risks, and bring their full creative faculties to the fore.

Creative skills can only be honed through practice. In this “action learning” program, you will gain hands-on practice using a diverse set of creative thinking techniques that you can apply immediately back at work.

### Takeaways

- Understand why the “creativity gap” is afflicting companies around the world
- Learn what makes leaders and organizations creative, and expand your horizons on what it means to be creative
- Investigate the nature of your own creativity
- Tap into the power of “whole-brain” thinking
- Explore the myths of creativity, and overcome your creative blocks
- Discover how great leaders develop innovative corporate cultures
- Avoid unintentionally killing creativity in your culture, and unfetter organizational creativity by granting “permission to fail”
- Promote a confident creative mindset in others
- Think outside the box to design transformative solutions to business challenges
- Harness creativity as a core foundation for disruptive thinking and innovation
- Leverage the new “sharing economy” to channel creativity in your customer base

## Program Content

### Creativity and Innovation: Essential Tools for Competitive Advantage

- The need for creativity in today's business environment
- Defining creativity and its link to innovation
- Transforming your organization's under-utilized creativity into competitive advantage

### Assessing your Personal Creativity

- Your natural strengths and areas for improvement
- Finding the time and space to be creative
- Overcoming the fear of the "blank page"
- Observation and empathy as starting points for the creative mind
- The role of play in creativity

### Learning How to Think Differently: Tools for Building Creative Cognition

- Solving the "right problem"
- Visualization
- Analogies and associations
- The role of constraints

### Fostering Creativity in the Organization

- Human resources as a creativity starting point
- Exploring creative cultures: Apple, Google, 3M case studies
- Incentives and training

### Tools for Organizational Creativity

- Six Hats technique to foster diverse creative thinking across your full team
- Scamper technique: inspiring innovation by looking at existing assets in new ways
- Mind mapping to consider all creative ideas and solutions at the front end of projects
- Disruption model
- Design thinking as a creative facilitator
- Crowdsourcing techniques

### Leading a Creative Organization

- Promoting a creative mindset across your enterprise
- Recognizing and rewarding creativity
- Selecting the right creative ideas to drive innovation through the business
- Fostering a culture that honours creativity and innovation, and encourages people to take risks

## Special Features

The program employs case analysis, in-class activities, group discussion, lectures and real-world examples to intensify your learning experience. To help you unleash your creative powers, you will engage in lateral and divergent thinking, play, prototyping and experimentation.

## Program Leader

**Jim Southcott** has worked as a senior strategist for more than 25 years. As a partner at Southcott Strategy, he works with senior managers to set their long-term business and marketing strategy. His special areas of interest include brand management, new product development, digital readiness, cultural branding, organizational creativity and innovation. He is also an Adjunct Professor in the Sauder School of Business, where he teaches courses on cultivating creativity in business.

## To Register

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