

# *Creative Concepts* Creativity Workshops

**Designed to Spark the Creative Spirit in Everyone**

## **Participants will:**

- **Escape from inhibitions that block creativity**
- **Assess their creative strengths**
- **Learn new creative thinking skills**
- **Apply new skills to real-world challenges**

## **Topics and Activities List**

**Full-day workshops generally include the following sequence of 9 elements.\***

1. Ice breaking activities to overcome inhibitions to creativity
2. Discussion and activities emphasizing the creative potential in all people
3. Demonstration and self-assessment of key blocks to creativity
4. Generative activities to launch participants on the creative path
5. Focus on crucial mental operations: *abstraction*, *combination*, and *analogy*
6. Guided exploration of abstraction, combination and analogy in familiar tasks
7. Identification of specific creative challenges facing the group
8. Direct application of specific techniques to group-identified creative tasks
9. Summary and ideas for carrying on creative performance beyond the workshop

\*Workshop content can be tailored to the needs of particular audiences

**Half-day workshops typically include only elements 1-5**

**Workshops are generally presented onsite at the client's location.**

**Fees: Full-day \$2,000; Half-day, \$1,500 (plus expenses)**

## **Information and Arrangements:**

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