

The Art of Innovation Workshop

How to Integrate Creativity in Organizations



“Innovation is the act that endows resources with a new capacity to create wealth.”

Peter F. Drucker

The Art of Innovation Workshop

SCOPE

How can an organization make innovation part of its DNA, so it can fully realize its creative potential? This workshop helps leaders understand why developing innovation within a company is a multi-dimensional affair and how they can actively and successfully achieve it.

DURATION

2-day or customized.

PARTICIPANT PROFILE

CEOs, Leaders, Managers and all people with a stake in innovation and creative outcomes in organizations.

OUTCOMES

Participants will:

- Explore 12 key elements required to make innovation an integral part of any organization
- Audit their own organization and identify what supports and what inhibits innovation
- Develop a plan to enhance their own organization's innovation capacity
- Explore their own personal creative energy, style and work preferences
- Learn and practice fundamentals of creative method
- Learn and practice fundamentals of innovative teamwork
- Have a good time!

ORGANIZATIONAL BENEFITS

A profound understanding of the fundamental, structural and cultural drivers of innovation and action to address these will make creativity a constant source of value and a way of life in the organization.

WHAT PARTICIPANTS SAY ABOUT THIS WORKSHOP

"A workshop very different from our "normal" courses. I particularly liked the comprehensive approach to such a complex subject and the excellent presentation."

Chris Santis, Senior Partner, PricewaterhouseCoopers

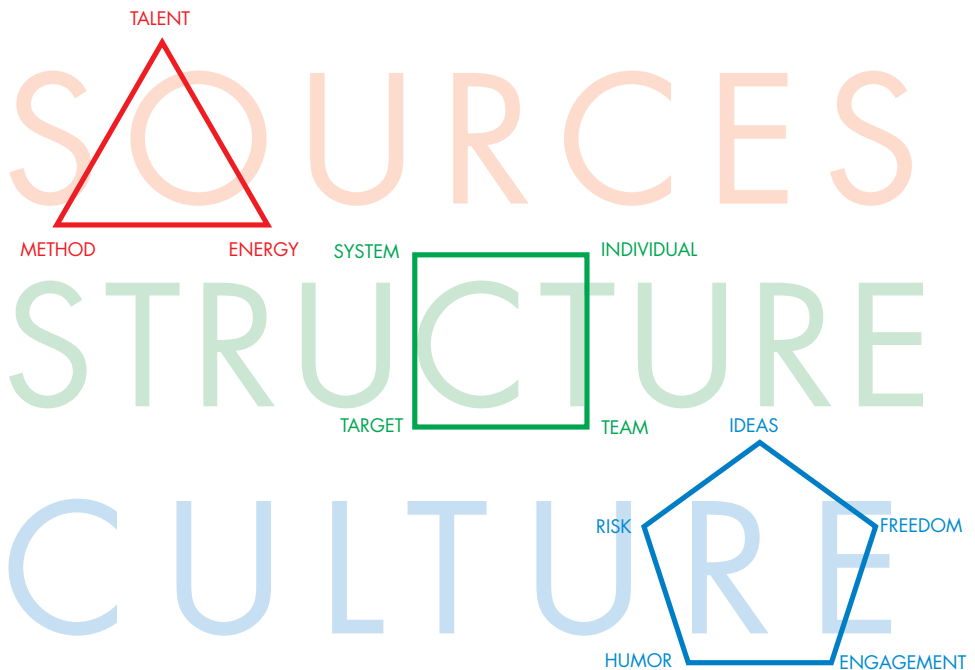
"Congratulations on receiving perfect scores from all participants for your Art of Innovation program – [the Creative Problem-Solving Institute in Boston, June 2009]"

Victoria Cliche, President & CEO, Creative Education Foundation



APPROACH

Innovative organizations mobilize the **SOURCES** of creativity in a well-designed **STRUCTURE** and with an appropriately-shaped **CULTURE**. It is the skilful synthesis of twelve elements - **Talent, Energy, Method, Individual, Team, Target, System, Ideas, Freedom, Engagement, Humor** and **Risk** - that makes an organization innovative.



This workshop is based on ***The Art of Innovation - Integrating Creativity in Organizations***® a book by Dimis Michaelides (2007). It will enable participants to explore each of the elements, diagnose their own organization and think up actions to develop and nurture innovation.

The workshop includes highly interactive exercises and original presentations supported by high quality written materials.

PERFORMA

Performa is dedicated to **helping organizations enhance their performance** through **creative leadership** and **innovation**.

Performa offers consulting, workshop design and facilitation, speaking engagements and interactive events.

Performa people have extensive experience in large and small companies, in areas that include general management, marketing, human resources, logistics, finance, accounting and corporate mergers.

Performa is an affiliate of the Creative Education Foundation and a regular contributor to the Creative Problem Solving Institute, The American Creativity Association, CREA-Europe and the South Africa Creativity Conference.

OUR CLIENTS

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