

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

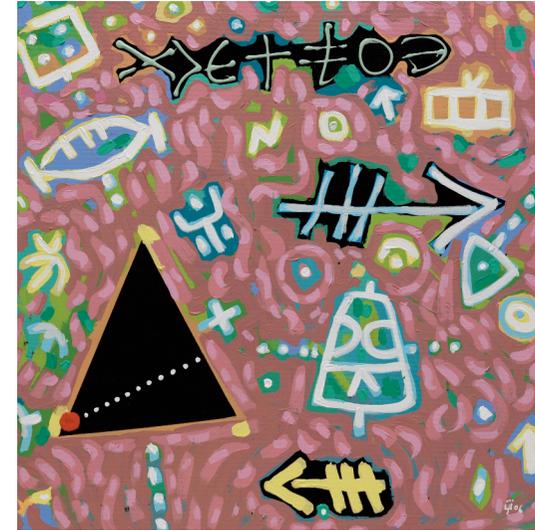
Banking, Insurance, Financial & Professional Services: Alpha Bank, Bank of Cyprus, Hellenic Bank, Marfin Laiki Group, Société Générale, Banque Nationale de Paris, Federal Bank of the Middle East, Nest Group, Trust Reinsurance, Laiki Cyprialife, Eurolife, Eurosura, Cosmos Insurance, Alico, PricewaterhouseCoopers, Baker Tilly Klitou, CLR, Abacus, European Management Assistants, Group 4 Securicor, Dubai Quality Group. **Import & Distribution:** Cyprus Trading Corporation, Malloupas & Papacostas, Cosmos Trading, IPH. **Manufacturing:** Pepsico, Bayer Cropscience, Syngenta, Merck Sharpe & Dome, Grohe, Photis Photiades Breweries, Eureka, Pittas Dairies, KEAN, Dubai Aluminium, TetraPak. **Tourism, Construction & Development:** Four Seasons Hotels, Aphrodite Hills, Pafilia Developers, CYBARCO. **Advertising & Market Research:** The Nielsen Company, Gnomi, Action Global Communications. **Energy:** Electricity Authority of Cyprus, Lukoil, Hellenic Petroleum. **Technology:** IBM, NCR, SAGEM, Amdocs, NDS, Cyprus Telecommunication Authority, JCC, Cooperative Computer Society. **Public Sector:** Cyprus Tourism Organization, Dubai Land Department, Ministry of Finance, Academy of Public Administration, Limassol-Amathus Sewerage Board. **Education:** Queen Mary College, London Business School, Cyprus International Institute of Management, European University Cyprus, University of Nicosia.

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Creatively Confronting Challenges



"Imagination is more important
than knowledge.
Knowledge is limited.
Imagination encircles the world."

Einstein



www.performa.net



SCOPE

This workshop teaches creative method, tools and techniques and applies them to specific participant challenges, thus achieving powerful learning while resolving relevant business issues. It brings together personal development and teamwork for creative challenge exploration, idea generation for solutions, solution evaluation and action planning.

DURATION

2 - 5 days or customized.

PARTICIPANT PROFILE

All people at all levels in organizations of the private or public sector. This workshop will have immediate practical outcomes for teams with common challenges.

OUTCOMES

Participants will:

- Discover and mobilize their own (individual and team) creative potential
- Learn and practice the I.D.E.A.SI!™ model – a powerful method for creatively confronting challenges
- Learn and practice creative and critical modes of thinking
- Learn and practice various creative tools and techniques
- Define their own specific professional challenges, design and evaluate creative ways to confront them
- Learn how to deal creatively with issues of change
- Have a good time!

ORGANIZATIONAL BENEFITS

The systematic use of creative method has been shown to substantially improve an organization's capacity to confront challenges and enhance happiness at work through participation in new solutions. This workshop serves as the basis for extensive projects on Strategy, Structure, Culture Change, Customer Excellence, Engaging People, Marketing and Sales Development.

WHAT PARTICIPANTS SAY ABOUT THIS WORKSHOP

"During the workshop there was a relaxed atmosphere and fun but at the same time powerful learning and development. I liked the way the instructors related to the team."
Theo Parperis, Partner, PricewaterhouseCoopers

"I loved the way the workshop was presented, the methodology, how the content themes were connected and the pleasant environment."

Neophytos Cleanthous, General Manager, Cooperative Computer Society

APPROACH

The workshop is based on the I.D.E.A.SI!™ model with systematic application of **divergent** and **convergent** thinking.

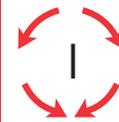
It will introduce participants to a series of creative tools and techniques such as **Brainstorming, Picture Association, Squid Sketching, Magical Ideas, What's Good About It, The Angel's Advocate, Creative Visualization** and others.

Participants will apply the method, tools and techniques to their own specific challenges.

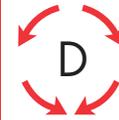
The workshop includes highly interactive exercises, original presentations supported by written material, and occasional ventures into the arts.

The I.D.E.A.SI!™ method

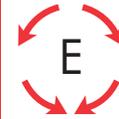
A 5-stage model for Creatively Confronting Challenges



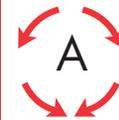
INVESTIGATE: Find relevant information, share key facts and feelings, to develop an understanding of the challenge.



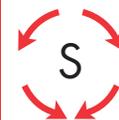
DEFINE: Break the challenge into smaller, more manageable issues and re-define it clearly.



ENVISION: Imagine many possible ways of confronting the challenge.



APPRAISE: Evaluate the ideas, rank them and select the best.



START!: Sell the idea to all concerned and mobilize them to adopt an action plan.