



Créativité Consultants  
Where Creativity comes from the heart.

## 1 Day Creative Workshop. Lead don't follow!



**“A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.”**

**Steve Jobs, Apple.**

As a small to medium-sized enterprise, you may not have the time on a day-day-day basis to look at what your competitors are doing. How they are moving ahead in terms of their product and service development. How your products really differentiate themselves from theirs. What are your added values? Your USPs?

As a Product, Communication or Marketing Manager, It is important to keep one step ahead, to be continually innovating in a sustainable, cost effective way to fulfil the ongoing needs of your customers. By developing future scenarios we can help your business plan for the future not just in terms of product offer, but in terms of service culture.

This workshop will give you the creative and practical tools to enable you to cite future opportunities and to implement simple, pragmatic changes as well as longer term innovative initiatives.

### Workshop outline

This workshop will give you the tools to help yourself and your team to work with more innovation and creativity in the future. You will consider your company's unique selling points, how to make comparisons with your competitors, and how to differentiate and lead the field rather than follow. Remember very small differences **can make the difference**. You will learn new tools, techniques, and approaches to allow you to imagine future scenarios, future adaptations and in turn unique innovations.

Your own creative ability will be stretched and you will learn techniques to help you motivate your colleagues both now and in the future. In your workplaces, you will benefit from your ability to lever the creative talents of your colleagues and channel them into the innovation process.

**Each participant should prepare one to three real topics or ideas for development. Live projects to work with during the workshop - perhaps projects they are currently working on, or would like to work on. Topics will be shared with other participants and used during the practical workshop sessions to obtain concrete and blue sky solutions.**

### Workshop Outline. Morning.

#### Introduction to the Workshop outlining key objectives.

Introduction to the workshop.

The difference between creativity and innovation.

What is the difference between “right-brained”, “left-brained” and “whole-brained” thinking?



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Why it's important to 'lead' rather than 'follow'.

How to differentiate your projects, products or services and have a unique 'positioning' in the market.

A series of quick "warm-up" brainstorming techniques will be used in the morning, techniques developed by MIT, IDEO and Tony Buzan.

### **Afternoon.**

In the afternoon 2 more innovation exercises will be used to start to develop your ideas from the morning session.

Conclusion to the day's exercises and SMART Plan of Action.

### **Learning outcomes/Pedagogic Objectives:**

To understand why innovation and creativity are important in the marketing, new product development and communication functions.

To understand the difference between "me-too" products and real innovation.

To learn new creativity techniques that can aid you in thinking "outside the box".

To understand how small businesses must keep one step ahead of the competition to have competitive advantage over their larger counterparts.

To understand how to develop a SMART plan of action.

**Cost 500 euros per day per person.**

**This workshop can also be run as a 2 day workshop - on live projects this can work very efficiently in identifying innovative developments in your existing products and services. Please ask for more information.**

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