Program Outline

Get Creativity Fit and Jump Spark More Innovation
Excelsior Learning

Purpose: *Get Creativity Fit and Jump Spark More Innovation...*is a dynamic, energizing and hands-on training program (in person or virtual) designed to strengthen creative thinking skills and to anchor their use as a repeatable habit. The program provides team members with highly tangible, easy-to-use divergent and convergent creative thinking workouts to become more skilled and effective creative thinkers. The three guiding principles of the program are:

- The Driving Force Behind all Innovation is Creativity.
- Behind Creativity are Positive Habits.
- If you want more Innovation, Strengthen and Anchor the Creative Habit.

Audience: The audience for the program is professionals who have responsibility to generate more novel, feasible and actionable ideas, concepts and prototypes.

Episode I Fight the Right Foe

Episode II Imagination Will Prevail

Episode III The Power of Speed

Objectives: Upon completing *Get Creativity Fit* team members will be able to skillfully *work out* with divergent and convergent creative thinking workouts to:

- Clarify/prioritize the best challenges, problems or opportunities and **Fight the Right Foe**.
- Generate novel and feasible ideas and concepts and ensure that **Imagination Will Prevail**.
- Use the **Power of Speed** to *X*celerate the implementation of concepts/prototypes.
- Conquer the 5 primary Resistors to creativity.

Experience Description: The program contains presentation *content bursts*, learning exercises, application to specific challenges/problems/opportunities, facilitated discussions, and expert feedback that enable team members to encounter immediate learning and apply it to current situations. The program fosters an innovative climate so team members can engage in a highly innovative, enjoyable and productive manner.

Pre-work: Completing the *B e y o n d e r* Skill Survey in advance of the program.

Timing	Content	Methods
5 min.	**Program Introduction** ■ Sponsor introduces the purpose of the program. Facilitator outlines the program agenda, flow and expected outcomes.	Discussion
½ hr.	**A Creative Thinking Mind, Skill and Tool Set** ■ Facilitator introduces a creative thinking framework and introduces discovery, advocacy and idea-building skills. ■ Team members practice their empathic listening, advocacy and idea building skills. ■ Facilitator leads a discussion on **The Resistors** that can block creativity.	Presentation Learning Exercise Discussion

½ hr.	**Episode I - Fight the Right Foe**
	■ Facilitator presents a potent mix of divergent and convergent creative thinking workouts:
	  • Dare to Dream; Back to the Future; Just the Facts Please
	  • Reframe It; Evaluate and Select 'Em
	■ Team members *work out* with the creative thinking workouts and apply them to their specific challenge, problem or opportunity.
	■ Volunteers present their prioritized problem/opportunity statements and receive affirming feedback from the larger group.
		Presentation
		
		Application
		
		Read-outs

1 ½ hrs.	**Episode II - Imagination Will Prevail**
	■ Facilitator presents a 2nd potent mix of divergent and convergent creative thinking workouts:
	  • Reverse It; Take an Excursion or 2; Hit 'Em
	  • Use the Back of the Napkin; Strengthen the Concept
	■ Team members *work out* with the Power Pack Workouts and apply them to their specific challenge, problem or opportunity.
	■ Volunteers present their prioritized ideas and concepts and receive affirming feedback from the larger group.
		Presentation
		
		Application
		
		Read-outs

½ hr.	**Episode III - The Power of Speed** ■ Facilitator introduces a 3rd potent mix of divergent and convergent creative thinking workouts: • Get Fast Traction: Name, Laugh and Shout at It; Catapult, Adapt and Adjust ■ Team members work out with the creative thinking workouts and apply them to their specific concept or prototype. ■ Volunteers present their implementation action plans and receive affirming feedback from the larger group.	Presentation Application Read-outs

20 mins.	**Take the Challenge and Program Wrap-Up**	
	■ Facilitator outlines the post-program 21 Dan Challenge to anchor the use of creative thinking skills and tools as repeatable habits.	Discussion
	■ Team members provide feedback on the program. Sponsor makes closing remarks	Feedback