

“DEMYSTIFYING CREATIVITY”

Unleashing Your Power of Creativity

In today's world, we need to make continuous improvements and where appropriate, think differently and originally. As competition and change increases in our regulatory environments, we need to do more with less. We have to respond to constant change that must be managed proactively and not reactively. As a result, the need for fresh, new and practical ideas is now greater than ever before.

Creativity is no longer a luxury but a survival skill in any sector. While it can work wonders for you, creativity isn't some mystical force or extraordinary talent possessed by the lucky few. In fact, it is an ability that everyone has. It is a skill that one can develop more fully. Get set for a wonderful journey as you take the first step to explore your personal creative talent and uncover more of your innate creative potential!

WORKSHOP OBJECTIVES

At the end of this workshop, participants will be able to:

- ❖ Uncover more of their innate creative potential
- ❖ Develop and utilize more creative ability at work

KEY WORKSHOP TAKEAWAYS

- ❖ Built-in self tests to uncover more of your innate creative potential eg. Finding how high your C.Q. (Creative Quotient) is
- ❖ Discover what blocks your creativity – then develop a “blockbusting” strategy
- ❖ Learn to apply simple yet sound techniques for idea generation

WORKSHOP CONTENTS

- ❖ **What is Creativity?**
- ❖ **Personal Creativity**
 - You were born to be creative!
 - Components of personal creativity
 - Creative Blocks & Blockbusters
- ❖ **Techniques for Idea Generation:**
 - Split Brain Theory
 - Whole Brain Problem Solving
 - Clarifying the Problem Statement
- ❖ **Idea Generating Tools**
 - Idea Generating Questions
 - Problem Solving Analogies
- ❖ **Managing for Creativity**
 - Idea Killers vs Idea Growers
 - Build a climate for creativity





Centre for Management

METHODOLOGY

Lecture, Case studies, Self-test, Group Exercises, Video Clippings and Energiser

WHO IT IS FOR

Anyone who desires to improve their personal creativity and / or the creativity of their Workgroup

WORKSHOP FACILITATOR

Mr Ben Tan is presently an independent Consultant providing training and consulting services to organizations. He has been a consultant and trainer for the last 10 years and shares his expertise in areas of Business Excellence, Creativity/Innovation and Productivity/Quality. Ben is a certified trainer for the "Unleashing You Creativity™" programme, a course specially licensed by the Centre for Creative Leadership® in the United States, which is renowned for its work in creativity and innovation. Ben has also assisted the MINDEF Innovation and Transformation Office (MITO) in developing the iSTAR Workshop, a ministry-wide innovation programme for the whole defence force.

ABOUT EPC

Enterprise Promotion Centres Pte Ltd (EPC) is the leading business service provider of management learning events, workshops & courses, consultancy and industry development services and events. We bring together leading institutions and business leaders in Singapore and around the world to share the latest developments key issues, best practices and updates on rules and regulations through conference seminars and in-house training sessions. EPC is also approved by the Standards Productivity and Innovation Board (SPRING Singapore) to conduct training courses under its **Business Excellence Training Programmes**. All our trainers are National Assessors who conduct training apart from providing consulting services in related areas.

Registration Form

Please complete and return this registration form to:

Ms Angela Yip / Ms Tam Fei Ting
Tel: 6278 2538
Fax: 6278 7518
Email: angelayip@epc.com.sg / feiting@epc.com.sg

Mr. / Mrs. / Ms / Dr: _____

Designation: _____

Company name: _____

Address: _____

Email: _____

Tel: _____ Fax: _____

Choice of Date: _____

<p align="center">"DEMYSTIFYING CREATIVITY"</p> <p>Dates: 25 Sep 2008 24 Oct 2008 27 Nov 2008 18 Dec 2008</p> <p>Duration: 1 day</p> <p>Time: 9:00 am to 5:00 pm</p> <p>Venue: EPC Training Centre</p> <p>Fees: S\$ 450/- (excluding GST)</p> <p><i>Please note that lunch is not provided for the workshop.</i></p>

Seats will be confirmed only upon receipt of this registration form via fax. Please send this registration together with your cheque payable to **Enterprise Promotion Centres Pte Ltd** and forward it to: **1003 Bukit Merah Central #02-10 Technopreneur Centre Singapore 159836 Attn: Ms Angela Yip / Ms Tam Fei Ting**

Upon receipt of registration, any request for cancellation or transfer must be confirmed in writing 5 days before the session and subjected to a 10% administrative charge. If a participant fails to attend the session or if notice of cancellation is received less than 5 days before the session, the participant shall be invoiced the full fee. Substitutions from the same company are allowed. No refund is possible for any part of the package not taken. EPC reserves the right to amend, postpone or cancel the session due to unforeseen circumstances. For further enquiries, please contact Ms Angela Yip at: 6278 2538, email: angelayip@epc.com.sg or Ms Tam Fei Ting, email: feiting@epc.com.sg