

The MASTERS Of Success

Doug Dvorak Author Speaker Consultant

The Art of Being Creative ®

Program Description:

The Art of Being Creative Seminar will help you to become a more creative person. You will learn how to expand and refine your creative ideas. You will no longer haphazardly search for creative solutions or become frustrated when your random methods don't yield results. This seminar will also help participants improve their capability for innovation through examining known pitfalls and problems, while developing tools for maximizing the creative potential for both themselves and their colleagues. In a business world that's changing rapidly, innovators and problem solvers rise to the top. How good are you at coming up with bright ideas? More importantly, how do you get better at it? This program shows you how to put yourself in a creative mode anytime, anywhere.

What you will learn:

Select exercises that can be done to mentally prepare you to be creative. Identify elements of physical surroundings that you can control to increase creativity. Choose ways in which you can physically prepare yourself to be creative and more adventuresome when making decisions. You will also learn how creativity and innovation can foster a creative environment that offers students information required to recruit and retain creative individuals, perform a creativity audit, and communicate with creative people. In addition, the program explains creative rhythm and gives suggestions for implementing a creative culture.

- Understanding of the nature of creativity.
- Techniques for managing the creative process.
- How to assess the levels of creativity and innovation for yourself and your organization.
- Recognize techniques that will enhance creativity.
- Avoid personal and organizational factors that block creativity.
- Why you must ditch some of your "standard" routines before creativity can occur.
- Why your best ideas often come to you as you're driving, showering –or even falling asleep.

Duration:

Half-day abridged version is delivered in a 3-4 hour format. Complete version may be delivered in a 6-8 hour format.

Equipment Required:

LCD projector and screen

Table

Wireless lavalier microphone

The program can be customized for any event including:

Breakout Sessions

Breakfast / Lunch / Dinner Events

Recognition Ceremonies

Sales Meetings

Management Conferences

Corporate Retreats

Special Events

Program Fee:

\$3,500.00

Travel expenses billed separately

We look forward to working with you and your organization.

Doug Dvorak
Author – Speaker – Consultant
(847) 359-6969
speaker@themastersofsuccess.biz
www.themastersofsuccess.biz