

# CHOOSE CREATIVITY

POWERED BY THE LULU & IFO FUND

## Choose Creativity Professional Learning Workshop Series

*"Creativity - far from requiring rare gifts and skills – depends on what you believe you can do with the talents and skills you already have."*

- David and Tom Kelley; co-authors of *Creative Confidence*, co-founders of design firm IDEO

In our age of technology-driven automation, creativity in the workplace has become an imperative across all functional areas. In a PWC survey of global CEOs, 77% reported struggling to find the creative skills they needed in their teams. What fewer leaders recognize is the potential to develop and grow creativity through practice.

The Choose Creativity workshop series introduces the 10 Principles of Creativity, a fundamental framework that is relevant and useful in the workplace, at home, and throughout communities. Participants who have gone through Choose Creativity workshops report feeling engaged and empowered, leaving with creative tools and strategies to use with colleagues, partners, customers as well as friends and families. Participants experience the value of creativity as an approach to challenges, opportunities, communication, and collaboration through the promotion of a creative growth mindset.

From an initial introduction to the origins of Choose Creativity to a hands-on exploration of each of the 10 Principles of Creativity, the workshop(s) develop participants' understanding of the Principles and how these can help grow and support one's creative approach and creative confidence.

### The 10 Principles of Creativity and their Mantras

**Authentic:** My ideas come from who I am

**Resourceful:** I can make something from nothing

**Curious:** I like to learn new things and try out new ideas

**Unconventional:** I can do things in unexpected ways

**Patient:** I know my best ideas take time

**Expressive:** I can share my feelings in different ways

**Intuitive:** I trust myself and what feels right to me

**Present:** I pay attention to myself and my world

**Inventive:** I come up with and use good ideas in all parts of my life

**Inspired:** I get ideas from my everyday life and world

From real world examples of creativity in practice to breakout rooms focusing on practical applications of the Principles to their work, the sessions provide tools and actionable strategies to begin using immediately.

Participants learn that when they understand and apply the Principles they become better communicators and listeners (being curious, expressive, and present), better colleagues and employees (being resourceful and patient), better problem solvers (being intuitive, unconventional and inventive), and more creative in their approach to both challenges and opportunities in the workplace (being authentic and inspired).