



Technical Creativity Masterclass

delivered by:



Creativity is vital for our future prosperity. It is the source of solutions to the problems facing us, of ideas for new products, processes and improvements, and is often a key skill for a successful and prosperous career. It therefore deserves to be treated seriously, but all too often it is neglected as a bit “pink and fluffy” and confined to the occasional brainstorm or a few recognised “creative maverick” individuals. At worst it’s left to the Ad agency.

This masterclass by Cambridge’s most significant expert in creativity, will help creative individuals (i.e. everyone) and their managers deepen their skills. It will help participants to:

- Deepen your understanding of creativity and hence become more effective in using it
- Become more skilled in cultivating creativity in others
- Learn and try a range of tools and techniques for creating and selecting good ideas

It is focused on the issues of technological innovation faced by R&D staff, engineers and first line technology managers, although it would also be of relevance to non technical people.

Prework:

All participants are asked to bring an issue on which you would welcome the creative input of the group. This could relate to home or work, for example: how to improve a business process at work, raise funds for your favourite charity or get your kids to do their homework?

Agenda:

9:30 Introductions

9:45 Creativity: An overview of 3000 years’ science, techniques and processes.

This session will introduce the key ideas, tools, techniques and recent science, using case studies and exercises to explore how to use them. Topics include goal setting, the use of constraints, stimulating intuitive insight, managing ambiguity, TRIZ, Synectics, Pre-inventive ideas, Hypnagogic Creativity, user focused innovation processes and open source.

11:15 Break

11:30 You maybe creative, but how do you get creativity out of others in your team?

Understanding personality and its influence on preferred creative styles. Likely creative strengths and potential problem areas. This will include an introduction to MBTI®

12:30 Lunch

13:00 How to design an effective creative workshop?

This session will explore the Open Space and Creativity Bulls-eye tools for group creativity

14:55 Break

15:10 Reviewing ideas/ brainstorming improvements



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15:40 Selecting Winners. How do you choose the most promising ideas?

This session will explore some decision making biases, the characteristics of good ideas and a few techniques to help select the best ideas.

16:30 Final Reflection and Feedback

16:45 Workshop end

Presenter: Anne Miller

Anne Miller is an authority on creativity and innovation.

She is director of The Creativity Partnership, providing consulting, workshops and management training for some of Europe's most successful organisations. These include Bayer, Ernst and Young, the NHS, P&G, Rolls-Royce, Sainsbury's and Smith and Nephew. Her work includes management training, culture change programmes, workshops and innovation events.

She has a degree in Engineering, over 20 years experience in R&D and 39 patents for products ranging from power tools to medical products, many of which are now in production. These include the controller for Braun's cordless gas powered hair styler, power tools for Bosch, Bayer's DEX blood glucose meter, and the manufacturing system for the Femidom (the female condom).

In 1988 she was one of the founders of the UK's leading independent technology innovation organisation, TTP Group Plc, before setting up The Creativity Partnership www.tcp-uk.co.uk in 2000.

She has written numerous articles on Creativity and Innovation. Her acclaimed book *How to get your ideas adopted (and change the world)*, was published by Marshall Cavendish in 2009. See www.annemiller.info

Cost: 1.5 units

To register please email our Training Co-ordinator on registrations@thelearningcollaboration.com