

McChrystal Group

Applied Creativity Workshop

OVERVIEW

Creative organizations are far more successful, and 97% of chief executives believe this will become more true in their increasingly complex business environments. Creativity leads to innovative strategies, novel plans, disruptive products, improved processes, and more agile and engaged employees.

While almost all executives claim to prize creativity, very few foster and reward it within their businesses. The good news is that organizations can reliably cultivate and enhance the creative outputs of their employees and teams. McChrystal Group Applied Creativity Workshop—a one-to-two-day focused, interactive session that both teaches creativity and then applies its principles to a pre-determined subject.

We will work with you to identify which challenge you face that requires creative problem-solving: a new growth strategy, a product launch, revamping of talent management, and much more. Then, our expert facilitators will create and deliver a workshop tailored to meet your unique needs. We will partner with you to select the right cohort, prepare participants in advance, and assure that the right outputs are produced.

SPECIFICALLY, WE WILL:

- » Equip participants with tools to bolster their individual creative processes
- » Train your team to create a climate that consistently fosters creativity
- » Enhance engagement, trust, and collaboration among participants
- » Unlock creativity within your team
- » Innovate unique solutions to a specific organizational challenge

WORKSHOP OUTCOMES:

- Knowledge of cutting-edge social sciences research on creativity and innovation
- Take-home tip sheet for how to initiate individual and team creativity for any problem set
- Novel, plausible, and robust ideas produced by workshop participants in collaboration with McChrystal Group expert facilitators
- Shared sense of collective empowerment and confidence to “think outside the box” after the workshop
- A comprehensive workplan that solves a pre-determined organizational challenge

For more information, please visit mccrystalgroup.com or email contact@mccrystalgroup.com.



ABOUT MCCRYSTAL GROUP

McChrystal Group is an elite advisory services and leadership consultancy firm that equips and empowers organizations with the processes and behaviors required to adapt to their complex operating environments.