

Applied Creativity Workshop

While most executives claim to prize creativity, few actively foster and reward it within their businesses. The good news is that all organizations can reliably cultivate and enhance the creative outputs of their employees and teams.

WHY CREATIVITY MATTERS

Creative organizations are far more successful relative to their competitors, 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 internal processes, and more agile and engaged employees.

McChrystal Group's Applied Creativity Workshop is a four-day to one-day interactive session that both teaches creativity and then applies its principles to a pre-determined subject, whether a new growth strategy, a product launch, revamping of talent management, or anything else.

HOW IT WORKS

- » First, our team collaborates with you to define how a particular challenge will benefit from creative problem-solving
- » Next, we partner to select 10 to 25 participants, interview a handful of them, and deploy a 5-minute pre-session survey
- » Expert Learning Designers and facilitators customize and deliver a four-hour or eight-hour Applied Creativity Workshop
- » Finally, one week following the session, you receive an outbrief report that includes the ideas generated and a workplan

WORKSHOP OUTCOMES

- Novel, plausible, and robust ideas produced by workshop participants in collaboration with expert facilitators
- Knowledge of cutting-edge social science research on creativity and innovation
- Take-home tip sheet for how to initiate individual and team creativity for any problem set
- Shared sense of trust, collaboration, 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 mcchrystalgroup.com or email contact@mcchrystalgroup.com