

# Creative Leadership:

## Leading Your Organization to Innovation & Change

### About the course

Creativity is a core competency for leaders. This course demonstrates this need, defines the competency, and helps each leader build an action plan for personal development and for the application of creative leadership in the organization.

### Audience

Managers and leaders who wish to be more deliberately creative, and who wish to support creative thinking, problem solving, and innovation in their organizations.

### Course objectives

- To establish creativity as a core competence of leadership.
- To identify the conditions under which creativity is likely to occur, paying particular attention to psychological and organizational climate.
- To place the Creative Problem Solving (CPS) process and its competencies as the foundation of creative leadership.

### Time investment

- Before the class session: 2-4 hours
- During the class session: 8 hours
- After the class session: 2-4 hours plus each participant's ongoing commitment to apply the learning

### Class size

We recommend a minimum of six, and a maximum of 12 participants per facilitator. Larger groups can be accommodated by adding additional facilitators.

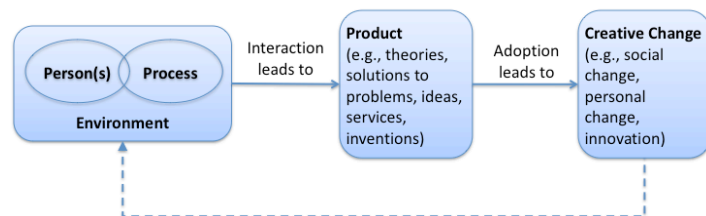
### Customization

All OmniSkills courses are tailored to your organization's needs and goals, and to the specific group taking the course. For more information about customization, contact us using any of the methods below.

### Concept Description

Leaders create a vision of the future and then must determine how to get there – how to lead the organization there. This is precisely what creativity is: imagining a desired future state, defining the problems that must be solved in order to get there, solving those problems in a novel way, and putting the plan into action.

In this workshop (often structured as an offsite retreat), we introduce the Creative Change Model shown below, and examine each of its components in the context of the leader's current situation. This includes the leader's current goals, needs, and challenges; a preliminary list of organizational opportunities for creative thinking; and an introduction to the Creative Problem Solving (CPS) process.



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CPS (illustrated at right) provides a structured way for leaders to harness creative thinking, to lead the way to breakthrough innovations, to envision desired future states, and to determine how to get there. This foundational process moves the workshop from theory to practice – from “*why to*” to “*how to*.”



When this session is followed by the introduction of CPS throughout the organization, we set the stage for the creation of a continuously creative and innovative culture.

### Learning Design

OmniSkills uses the **Torrance Incubation Model for Teaching and Learning (TIM)** as our framework for learning design. Developed by education and creativity pioneer E. Paul Torrance, TIM's three-phase structure – heighten anticipation, deepen exploration, and extend learning – extends learning beyond the classroom event, in both directions. Pre-class activities heighten anticipation for the class and move the base learning out of the classroom. In-class activities, in which we deepen exploration of the subject, are therefore richer and more valuable, taking full advantage of the classroom's participatory group environment. Post-class, we extend learning into the workplace through a rich assortment of activities and media. Only OmniSkills makes this commitment to successful learning by adding these components at no additional cost. For more information, visit [www.omniskills.com/tim](http://www.omniskills.com/tim).