

Managing for Creativity:

How to Manage Creative Individuals & Teams

About the Course

If you expect your employees to provide creative thinking, you need to provide them with the tools and support they need to be successful. This workshop provides tools for understanding and managing creative individuals, and a system for leading creative and innovative teams.

Audience

Managers and team leaders who wish to encourage and support deliberate creativity and innovation with their direct reports and teammates.

Course objectives

- To examine the Creative Change Model, a systems approach to how creative change occurs.
- To explore the facets of creativity and how to assess and manage each facet.
- To identify the conditions under which creativity is likely to occur.
- To identify and practice methods for encouraging and supporting creative behavior.

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

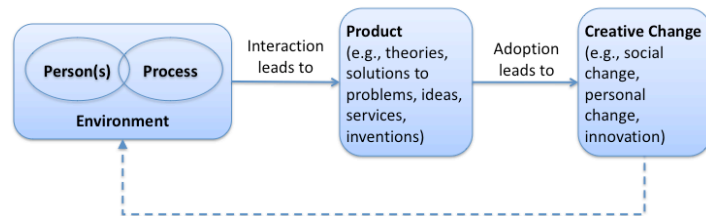
If your organization is like most, you have some employees who simply do what they are told. And if your organization is like most, you need some of those. You need the daily work to get done, and get done right.

And if your organization is like most, you *also* need to think past today's work and into the future. Every forward-thinking organization needs people who think creatively, with their eyes on innovation, improvement and change.

Managing those kinds of people is a creative challenge of its own.

If we expect our people to be creative thinkers, our managers and leaders must also have the skills of creative thinking, *and* the skills to lead them.

In this workshop, we introduce the Creative Change Model shown below, and examine each of its components in the context of the manager's current situation. This includes the department or team's current goals, needs, and challenges; and a preliminary list of opportunities for creative thinking.



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Seldom discussed in conversations about performance is the creative climate: the support, or lack thereof, for creative behavior. This workshop will draw a map of a healthy and supportive creative climate, and help managers begin the process of creating the climate they want for their teams.

This session should be followed by OmniSkills' two-day course in Creative Problem Solving (CPS), attended by the manager and his or her team. CPS is a structured way to harness creative thinking, used by organizations worldwide.

At the end of these sessions, we will have set the stage for the creation of a creative and innovative culture, and provided the necessary knowledge and tools the manager needs to make it happen.

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.