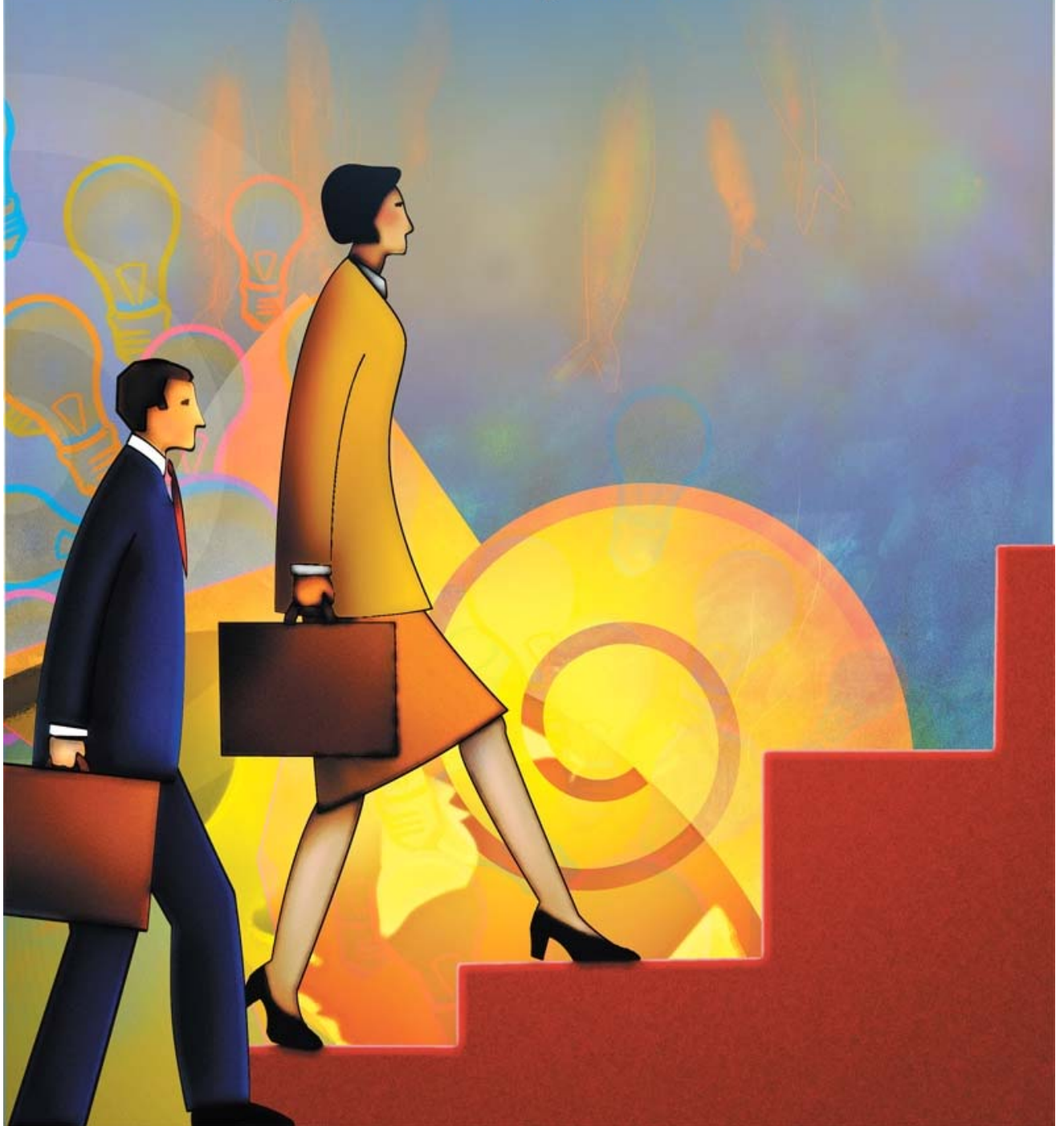


# Creativity and Innovation Workshops

Turning Leaden Thinking into Valuable Assets



An truly unique art-based creativity development course for corporate professionals  
that has inspired and transformed people for over a decade



# Creativity@Work

## Creativity and Innovation Skills Development

Our simple survey indicates that professionals desire creativity training that could help them generate solutions to address issues and problems in the daily course of their work.

Creativity at Work uses a balanced approach to developing creativity that includes both analytical and imaginative thinking derived from the great artists, scientists, and designers throughout history.

We work with several models: Ned Herrmann's whole-brain thinking, Appreciative Inquiry (AI) and Osborne-Parnes Creative Problem-Solving

## Learning Outcomes:

Development of a set of creative solutions to your organization's specific business challenges and strategies to implement these.

Promoting your ideas, network, & mobilize teams, using the Whole-Brain Thinking Model to strategise, solve problems, and improve communications.

- How to generate, analyse, evaluate and implement ideas
- Foster an innovative environment
- Grass roots innovation: How to promote your ideas, network, mobilize teams and implement innovation
- Awaken the Creative Spirit
- Creativity and leadership skills development
- Thrive in change
- Improve performance at meetings
- Provide your organization with a language and structure for innovation.

## WORKSHOP DETAILS:

**Date:** 03 Mar 2008, (9am-5pm)

**Venue:** Furama City Centre

**Price:** SGD 795\* (Normal)  
SGD 695\* (by 14 Feb)  
SGD 655\* (Group of 3)

\*5% Admin Fee applies

## Seven Step Innovation Model

1. Data Mining—Information Gathering
2. Question Assumptions
3. Clarify Focus — Frame the challenge
4. Establish Criteria
5. Generate Ideas
6. Evaluate ideas
7. Turn Ideas into Action

This structure provides the flexibility of incorporating a variety of idea generation methods, depending on need, timing, and the size of the group. Each activity is linked to your business objectives.

## Ideas: The Currency of the New Economy

Tapping into dormant talents help people feel more confident and unafraid of embracing the future. Exercises designed to effect shifts in perception, help people break out of traditional mind sets.

**Explore some of the thinking strategies of geniuses in science, such as** Einstein, da Vinci, NakaMats, Edison and Tesla. Learn how you can apply these strategies to your work.

**Examine some of the approaches to developing creativity and innovation** at some of the world's most ingenious companies, including IBM, 3M, and Apple; and how you can benefit in your workplace. Experiment with ideation tools that supersede traditional brainstorming. Develop your skills in problem solving, collaboration and creativity.

## Who Should Attend:

- Managers across functions
- Strategic Planner
- Team Leaders
- Change manager
- Work Improvement Team members
- Inter-ministry work teams
- Operation Manager
- IT professional
- Educators

## ABOUT LINDA NAIMAN



Linda Naiman is among the few talents in the world that could effectively work with corporate and public sector organizations, linking creativity, innovation and performance to business strategy.

Linda began her career as a design consultant in marketing communications, leading multi-disciplinary teams on projects ranging from annual reports, to marketing the launch of shopping centres; winning numerous industry awards in graphic design and illustration. Her art is marketed in New York and Vancouver

Linda is co-author of *Orchestrating Collaboration at Work* and is known internationally for pioneering arts-based learning and development in organizations. Her writings on creativity and innovation have appeared in *Perspectives on Business and Global Change*, published by the World Business Academy, and in human resource management journals in the US, Canada, and Hong Kong.

Linda's work has been documented in several books: *Artbased Approaches: A Practical Handbook to Creativity at Work*, *Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results*, and *Artful Creation: Learning Tales of Arts-in-Business*. Her work has also been featured in *The Vancouver Sun*, *The Globe and Mail*, and on *TU Danmark* TV. Interviews by the media include *Canadian Business Magazine*, *CMO*, *Profitguide.com*, *CBC Radio*, and *National Public Radio*.

### List of Clients

- AstraZeneca (USA)
- ArtBase (Denmark)
- BP International (UK)
- Choice Hotels International
- Citizens Bank of Canada
- Credit Union Central British Columbia
- Dynapro Technologies
- IntegralCity.com
- Westcoast Energy
- Union Gas
- Placer Dome
- Raymond James
- Radical Entertainment
- University of British Columbia
- Simon Fraser University EMBA program
- Alberta Federal Council
- Insurance Corporation of BC
- Innovation Services, Public Works, Government Services, Canada
- Health Employers Association of BC
- Women's and Children's Hospital
- City of Surrey, BC

### In the Media

- Quoted in a *Vancouver Sun* article on bully cultures in toxic workplace environments Sept. 24, 2005
- Quoted in *CMO* (Chief Marketing Officer) Magazine Sept. 05
- Interviewed about workplace productivity in [The Globe and Mail](#) (Canada), July 13, 2005
- Danish Television "Tu-Danmark" Feb. 2005
- *Vancouver Sun* Headlines: "The Art of Creativity: 'Corporate alchemist' Linda Naiman shows businesses how to nurture creativity to ensure success." Aug. 2004
- *North by North West*, CBC Radio, June 2003
- *Dynamic Graphics Magazine* feature, Jan. 2003
- *ProfitGuide.com* interview May 9, 2002
- *Location Matters* with Stephen Roulac. National Public Radio (USA) March 2001
- "[Trends: Going Postal](#)," *Benefits Canada Magazine* 1997
- "[Overcoming the Fear of Art](#)," Workshop review, *The Georgia Straight* 1994
- "The Mural Project: A child's vision of the future of Vancouver in the year 2020" *BCTV News Hour*, Nov. 18, 1994

## Publications:

- Profiled in the book *Artful Creation: Learning Tales of Arts-in-Business*, by Lotte
- ORCHESTRATING COLLABORATION AT WORK: Using Music, Improv, Storytelling, and other arts to improve teamwork. *Co-authored with Arthur B. VanGundy.*
- The Top 10 Brainjuicers to Enhance Your Creativity, *Human Resources Magazine, Hong Kong Institute of Human Resource Management*
- Profiled in *Smart Women*. B. Thrasher and M. Smid, Macmillan Canada
- Innovation in an IT World - CIPS journal May/June 1998. Reprinted 2002 by *Human Resources Magazine, Hong Kong Institute of Human Resource Management.*
- Creativity and the Meaning of Work. Perspectives on Business and Global Change
- The World Business Academy and Berrett-Koehler
- Life as a Work of Art, *Shared Vision Magazine*

## Testimonies

"Thank YOU Linda! We all got so much out of the retreat and you played a big role in helping it be so successful"

...Jonathan Bailey, CEO Bailey Gardiner Marketing

"The Collaborative Leadership Experience was incredible and essential — it is the opportunity in which the exploration of group and individual creativity and innovation is taken to its potential. The utilization of the arts kindles the generation of new perspectives and fires the imagination to explore the possibilities for the future. I think about the participation, the interaction, the new knowledge, the really great learning, and I am still smiling"

...Ken Stepan, Manager, Public Works and Government Services Canada, Alberta Federal Council

"If your business has important, pioneering work to do, then develop artful capabilities in your associates just as well as technical skills, else you'll work at half-strength at best, and risk losing all the benefit of their passion." Now, there is a connection between art and the bottom line"

...Albert Gibson, R&D Manager, US-based multi-national Food & Beverage Company

"Through the use of painting and images, Linda helped to broaden our discussions and was fun. The output of this session has been used to develop our departmental plans and individual performance plans. Linda is an excellent facilitator and was able to bring out our best. All of the staff contributed openly and their ideas were incorporated into the results. A new feeling of unity and the desire to contribute to departmental success has emerged. Thank you"

....Wayne Greene, Director, University of British Columbia

"Linda Naiman took our group through a session on creativity. Her session included thoughts about the nature of creativity, examples of leading organizations, techniques for discovering your creative genius, and individual and group creative thinking tools. I recommend Linda to groups who are looking for someone to open peoples' minds to different and creative ways to approach business issues"

...John Bremner, Manager, Business Transformation, Union Gas

"I was impressed by your poise, humour and ability to take command of a class and quickly get the managers' attention and full participation. The session was interesting and full of energy. Weeks after I still see students using and applying the techniques you taught"

...Gervase R. Bushe Ph.D., Associate Professor SFU

"I was somewhat skeptical about how we were going to get something practical for our organization's visioning session through exploring art. I was pleasantly surprised how quickly and effectively Linda applied concrete meaning to our workshop goals and had us thinking both creatively and practically. It was a wonderful blending of traditional and artistic approaches that produced viable feedback from participants in a fun way. I saw different sides of colleagues and myself. I would definitely recommend Linda's workshop for any group interested in creative approaches to working together. Very beneficial, thanks!"

...T. Keetch, Stanley Park Ecology Society

# WORKSHOP REGISTRATION FORM

# CREATIVITY @ WORK

## 3 WAYS TO REGISTER

**Fax**  
(65) 6618 8674

**Email**  
info@maitreallianz.com

**Phone**  
(65) 6100 0621

For enquiries, please contact:  
Tel: (65) 6100 0621  
Fax: (65) 6618 8674  
Email: info@maitreallianz.com

QTY	WORKSHOP (Price Per Person)	Total Price	
	Normal: SGD 795	S\$	
	Early Bird by 14 Feb '08: SGD 695	S\$	
	Group of 3: SGD 655	S\$	
	Applicable Discounts	S\$	
	5% Admin Fee	S\$	
	Total	S\$	

DELEGATE 1	
Name: Mr / Mrs / Ms / Dr	
Email:	Tel:
Job Title:	Department:

DELEGATE 2	
Name: Mr / Mrs / Ms / Dr	
Email:	Tel:
Job Title:	Department:

DELEGATE 3	
Name: Mr / Mrs / Ms / Dr	
Email:	Tel:
Job Title:	Department:

DELEGATE 4	
Name: Mr / Mrs / Ms / Dr	
Email:	Tel:
Job Title:	Department:

CONTACT PERSON	
Name: Mr / Mrs / Ms / Dr	
Email:	Tel:
Job Title:	Department:
Organization:	Nature of Biz:
Address:	
Postcode:	Country:
Fax:	

### Signature / Date

- Please indicate if you have already registered by Phone, Fax or Email
- Note:** If you have not received an acknowledgment before the workshop, please call us to confirm your registration.

### PAYMENT TERMS

**Cheque:** Make payable to - Maitre Allianz Pte Ltd  
**Bank Transfer:** Maitre Allianz Pte Ltd  
UOB, Rochor Road Branch  
Account no: 147-3020-918

- Payment must be made in Singapore Dollars
- Payment is required within 5 working days on receipt of invoice. Bookings received 10 working days before the event - cash payment only.

### CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

You may substitute delegates at any time. Maitre Allianz (MA) does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the event, you will receive a 100% credit to be used at another MA event for up to one year from the date of issuance. For cancellations received less than seven (7) days prior to the event no credits will be issued. In the event that MA cancels an event, delegate payments at the date of cancellation will be credited to a future MA event. This credit will be available for up to one year from the date of issuance. In the event that MA postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future MA event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements. MA is not responsible for any loss or damage as a result of a substitution, alteration, cancellation, or postponement of an event. MA shall assume no liability whatsoever if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this event inadvisable, illegal, impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but shall not be limited to: an Act of God; governmental restrictions and/or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension, and/or restriction on transportation facilities/means of transportation; or any other emergency. Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, MA reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

**YOUR DETAILS** - Please contact our office ( 6100 0621) and inform them of any incorrect details which will be amended accordingly. Alternatively, you can email to [info@maitreallianz.com](mailto:info@maitreallianz.com).

**SPEAKERS CHANGES** - Occasionally it is necessary for reasons beyond our control to alter the contents and timing of the programme or the identity of the speakers.

**DATA PROTECTION** - Personal data is gathered in accordance with the Data Protection Act 1984. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box below.

Please do not pass my information to any third party

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- :: Topics customised to your Organisation's unique needs
- :: Venue of your choice
- :: Timing that is convenient to your staffs' schedule
- :: Huge Savings !!

Contact us at (65) 6100 0621 or Email [info@maitreallianz.com](mailto:info@maitreallianz.com)