

Developing the People Side of Innovation: Leadership and Management Skills for Innovators



A one-day Master Class, March 12, 2010
presented by:

Linda Naiman

Global pioneer in arts-based learning for business, and founder of Creativity at Work, Vancouver, BC, Canada

Shairin Jaslin Mohd Sharif

Founder of Artful Heart Sdn Bhd; Kuala Lumpur, Malaysia

Prime Minister Y.A.B. Datuk Seri Najib Tun Razak has declared 2010 as the Year of Innovation and Creativity for Malaysia: "Innovation creates jobs and boosts national competitiveness. This is why we, too, must make a creative impact in a competitive global economy. We must not allow ourselves to be left behind."

Your Investment:

RM 1880 per person
RM 1800 per person
(for groups of 2 or more)

Venue:

PNB Darby Park Executive Suites
10 Jalan Binjai 50450,
Kuala Lumpur, Malaysia

**Deadline to register:
21st February 2010**

Space is limited!

Register now to attend this one-day master class March 12, jointly presented by Creativity at Work and Artful Heart.

For general enquiries and booking please contact:

Artful Heart Sdn. Bhd.

Tel: (603) 2169 7756 or email at info@artful-heart.com

The economic future of an organisation depends on its ability to create wealth by fostering innovation, creativity and entrepreneurship. CEOs and their management teams will need to become creative leaders. Employees will need to think broadly, act personally and manage change meaningfully.

This one-day master class is designed to give leaders and managers in organizations, an introduction to the theory and practice of world-class creativity and innovation:

Topics include:

- Artful Leadership: Creating transformational change
- High Performance Team Collaboration
- Creativity & Innovation Skills Development
- Design-thinking for Business Strategy

Why develop artful leadership?

Organizations led by creative leaders have a higher success rate in innovation, employee engagement, change and renewal.

Some of the greatest difficulties leaders face today revolve around the need to instill passion, mobilize teams toward achieving a common vision, and motivate change in employees.

Artists and business leaders have many parallels. Both involve having a guiding vision, a potent point of view, formulating an ideal, navigating chaos and the unknown, and finally, producing a new creation.

The mark of an authentic artful leader in any organization, is how well an organization's leader is able to continually nurture the creative relationships and conversations between all stakeholders; in order to produce successful immediate value and long term viability.



This highly visual, interactive workshop is designed to inform, inspire and ignite creative thinking and explores the arts as a metadisciplinary catalyst for transformation in culture, creativity, identity, and your own personal development as a leader and future leaders.

Learning Outcomes:

- Artful reflection
- Visionary thinking
- Fostering a creative culture
- Employee engagement
- Tapping into multiple ways of knowing
- Creating vs reacting
- Zen presence
- Reduce stress
- Thinking with the heart

Benefits

1. How arts-based practices can help you gain a competitive edge and increase profitability.
2. You will learn how to create a workplace environment that fosters sustained creativity and innovation.
3. You will gain valuable insights from others who are fostering creativity and innovation in the workplace.
4. You will leave with practical tools and skills you can implement immediately in your workplace

Who Should Attend?

Senior Managers in Innovation, Design, Strategy, Strategic Thinking, Marketing, Sales, Customer Service and Cultural Change.

If it is your responsibility to build creative leadership and leading-edge thinking in your organisation, then this Master Class will deliver an exciting new perspective on leadership.

Schedule:

How Do Organizations Create Innovation?

March 12, 2010

Programme:

8.20 a.m. - 8.50 a.m.	Registration
8.50 a.m. - 9.00 a.m.	Introductions
9.00 a.m. - 11.00 am.	Creativity at Work: Principles and Practises derived from business, art and science - By Linda Naiman
11.00 a.m. - 11.15 a.m.	<i>Tea Break</i>
11.15 a.m. - 12.00 a.m.	Artful Leadership: Nurturing creative relationships and conversations between all stakeholders - By Linda Naiman
12.00 a.m. - 1.00 p.m.	Design-thinking as a business strategy for creativity and innovation - By Linda Naiman
1.00 p.m. - 2.30 p.m.	<i>Lunch Break</i>
2.30p.m. - 3.30 p.m.	High-Performance Collaboration for Innovation: Improve your effectiveness at co-creating, influencing others and producing desired results- By Linda Naiman
3.30 p.m. – 4.30 p.m.	Art Marking and Haiku in workplace; Let's try something different - By Shairin Jaslin Mohd Sharif
4.30 p.m. – 4.45 p.m.	<i>Tea Break</i>
4.45 p.m. – 5.45 p.m.	Art as Strategy: What can we learn from the arts that we can apply to business?- By Linda Naiman
5.45 p.m. – 6.00 p.m.	Closing remarks

Register now

Deadline to register: 21st February 2010

Artful Heart Sdn. Bhd.
Level 36, Menara Citibank
165, Jalan Ampang
50450 Kuala Lumpur
Malaysia

Tel: (603) 2169 7756
info@artful-heart.com

Your Investment:

RM 1880 per person or RM 1800 per person
(for groups of 2 or more)

Recommended: Bring a minimum of two delegates so you can begin a knowledgeable dialogue within your organization on return to the work place.

What Delegates Say

We now have a set of principles and practices for fostering creativity and innovation that we are implementing at our Business Unit.

— SVP, DeGussa HPP

“Very engaging. Lots of interaction, good teaching and methods”

—International Alliances Executive, Civil Aviation Authority of Singapore

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. — R&D Manager of US-based Multinational

Presenters



Linda Naiman,

Linda Naiman is founder of Creativity at Work, and provides coaching, training and consulting to business and public sector organisations worldwide.

Linda is co-author of *Orchestrating Collaboration at Work*, and is recognized internationally for pioneering the use of art as a catalyst for developing creativity, innovation, and collaborative leadership in organizations.

She speaks about creativity, innovation, and leadership through the lens of art and design. Her clients include American Express, Intel, The US Navy and the University of British Columbia.

Her work has been documented in several books: *Artbased Approaches: A Practical Handbook to Creativity at Work* (Chemi 2006), *Wake Me Up When the Data Is Over* (Silverman 2006), and *Artful Creation: Learning Tales of Arts-in-Business* (Darsø 2004). Media interviews include: The Vancouver Sun, The Globe and Mail, Canadian Business Magazine, CBC Radio, and National Public Radio.

For details about Linda Naiman and Creativity at Work, visit www.creativityatwork.com



Shairin Jaslin Mohd Sharif

Shairin is a Barrister-at-Law called from the Middle Temple, United Kingdom and is currently a creative arts facilitator and the founder of Artful Heart Sdn Bhd; a company that is fully committed to use the arts to promote well-being, personal growth and workforce management.

Previously a practicing lawyer and a banker, Shairin has accumulated vast knowledge and experience to allow her to use art both in the corporate setting and therapeutically. For many years she has been using the arts and creativity in working with children and adults in hospitals and NGOs in Kuala Lumpur.

Shairin is trained in experiential and creative arts therapy and has successfully incorporated this acquired knowledge and skill in her work. She is a passionate advocate of applying the arts, creativity and innovation in multiple setting and currently pioneering this novel approach in Malaysia.

For details about Shairin Jaslin Sharif and Artful Heart, visit www.artful-heart.com

MASTER CLASS REGISTRATION FORM

DEVELOPING THE PEOPLE SIDE OF INNOVATION: LEADERSHIP AND MANAGEMENT SKILLS FOR INNOVATORS;

12th March 2010; PNB Darby Park Executives Suites, 10 Jalan Binjai 50450 Kuala Lumpur, Malaysia

3 WAYS TO REGISTER

Fax

(603) 2169 6168

Email

info@artful-heart.com

Phone

(603) 2169 7756

QTY	Workshop (Price Per Person)	Total Price	
	Normal: RM 1880	RM	
	Group of 2 or more: RM 1800pp	RM	
	Total	RM	

Delegate 1	
Salutation: Prof/Dato'/Datin/Dr/Mr/Mrs/Ms	
Name:	
Email:	Telephone No.: Fax.:
Designation:	
Organization:	

Delegate 2	
Salutation: Prof/Dato'/Datin/Dr/Mr/Mrs/Ms	
Name:	
Email:	Telephone No.: Fax No.:
Designation:	
Organization:	

Delegate 3	
Salutation: Prof/Dato'/Datin/Dr/Mr/Mrs/Ms	
Name:	
Email:	Telephone No.: Fax No.:
Designation:	
Organization:	

Delegate 4	
Salutation: Prof/Dato'/Datin/Dr/Mr/Mrs/Ms	
Name:	
Email:	Telephone No.: Fax. No.:
Designation:	
Organization:	

PAYMENT OPTIONS

Cheque: Make payable to **Artful Heart Sdn. Bhd.**

Please include bank charges/ commissions for outstation cheques

Bank Transfer: Artful Heart Sdn. Bhd.

Malayan Banking Berhad (Ampang Park Branch)
Lot 1.01 Ampang Park Shopping Complex
50450, Kuala Lumpur
Malaysia

Account No.: 564052112395

*After the payment is made, kindly advise us on the payment as follows: Fax a copy to us at (603)2169 6168 OR email the scanned copy of the bank in slip to info@artful-heart.com
Payment must be made in Malaysia Ringgit.

FOR ENQUIRIES PLEASE CONTACT:

Tel: (603) 2169 7756

Fax: (603) 2169 6168

Email: info@artful-heart.com

REGISTRATION POLICY

Registration form must be completed and submitted together with full payment of program fee to Artful Heart Sdn. Bhd. (AHSB) before the commencement of the program.

CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

You may substitute delegates at any time. AHSB does not provide refunds for cancellations. If delegate fails to attend the program, a full course fee will be charged. AHSB reserves the right to make alternative arrangement to the content, timing, speakers or venue without prior notification to delegates. Nevertheless, every effort will be made to inform the delegates of such changes.

HOTEL ACCOMODATION AND PARKING

For accommodation reservations kindly book directly with PNB Darby Park Executives Suites and quote that you are a delegate of the program by Artful Heart Sdn. Bhd. to enjoy our corporate rates. Parking is available at a flat rate.

COMPANY RUBBER STAMP

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