

***Creativity in Business: Program Description***

**What is the Creativity in Business Program?**

The "Creativity in Business" process builds a lasting capability for individual and team creativity, including skills for personal effectiveness in environments of great ambiguity and change. Professor Michael Ray and others developed the original "Personal Creativity in Business" course at the Stanford Graduate School of Business. In addition to achieving the status of one of the most popular courses in the business school over the last twenty years, it has also led to three books, an audio cassette program, and a PBS television series. It has received media attention in this country and over the world for the ability of its tools of creativity to consistently bring out people's highest potential and effectiveness in both business and everyday life. In the December 1996 cover story of Inc. Magazine, Michael Ray's book was selected as one of the best nine business and management books ever written.

Now, the proven content and delivery methods of the course have been tailored and enhanced for corporate users through a unique combination of learning methods, including award-winning interactive software, personal coaching, group conferencing, and live workshops. It is the equivalent of a 5 day program (3 days together in the workshops and 2 self-paced days), but it is spread out over a 10 week period so that new skills are practiced and integrated into your daily work and life. The ten-week program provides businesses with a competitive edge by helping to foster and develop the powerful creative potential within individuals and teams. Regarding the ten week duration, Michael Ray commented, "If you are looking for sustainable change, you must recognize that these do not happen overnight." In order to make this process accessible to busy corporate employees, we have made the weekly learning experiences self-paced, flexible and highly leveraged. Most of the learning does not require dedicated time, but rather attention and practice to integrate new ideas into your day-to-day activities. Participants gather all together only three times during the program—at the beginning, the middle, and the end. For the intervening weeks, participants typically spend 2-3

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hours working according to their individual schedules and preferences with the Creativity in Business software and materials, the online asynchronous conference, and the 30-minute telephone coaching calls.

It is difficult to convey all that can be set into motion by working in these interconnected areas in a focused manner, but here is a brief picture of just one of the many sequences that can develop: By engaging in this creative exploration you gain a clearer understanding of your innate creative talents as well as a more vivid sense of your personal purpose and vision. This leads to greater confidence and openness in working with your biggest challenges and your everyday problems and opportunities. This openness stimulates improved communication, which leads to greater collaboration, more precise execution, and ultimately superior collective performance. The result is a self-perpetuating cycle of ever-increasing confidence, communication, collaboration, and community. The program recognizes that true creativity in business results from the contagious energy of inspired and creative individuals.

Thus, the program:

- creates an opportunity for a major breakthrough in an important challenge/opportunity of yours
- supports you in developing your unique potential by using the tools of creativity in the context of key areas of your career and life: vision, relationship, communication, leadership, judgment, time & stress, and balance
- assists you in removing significant blocks to your personal creativity, passion, purpose and vision
- inspires increased risk taking, innovative problem-solving and consistent breakthrough thinking
- builds motivation and passion for work by helping you discover the alignment among your personal mission and purpose, the purpose of your organization, and that of your profession.
- develops a strong sense of community, trust and co-creativity among colleagues

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### **How is the program structured? What topics are covered?**

The program is structured to cover one topic each week for ten weeks. It is primarily experiential, introspective, and interactive with a minimum of “one-way-presentation” of ideas. It is focused on increasing individual and team effectiveness in tackling specific business challenges and building the on-going competencies to continue to do this.

The program includes:

- three one-day workshops (kickoff, mid-program retreat, and closing)
- an interactive multimedia software module for each topic
- a “Live-With” or idea to keep in mind and practice as you go about each week
- a 30-minute weekly telephone coaching session
- an on-line group discussion to share experiences with the group between workshops
- a four-person creativity team you will work with in the workshops and have the option of working with between workshops

The program is organized around a theme, presented in the form of a pair of questions for you to reflect on and develop answers to over the ten week period. The questions are:

***“Who is my Self? What is my Work“***

The capital "S" on Self and the capital "W" on Work are used intentionally. We are talking about your higher Self, your complete potential — that which allows you to be fully creative in all parts of your life and business. We are talking about your life's Work, that which gives your life meaning, satisfaction, and a driving sense of purpose. These seemingly innocent questions, if answered with attention to your inner depths can yield profound insight and direction. The program leader(s) will guide you through this exploration throughout the program, using all of the learning experiences described above.

We will start the program with a kickoff workshop including an orientation to program and an introduction to the four essential tools for enhancing your creativity and developing greater knowledge of your distinctive Self and Work. These four tools then become the weekly topics for the first four weeks of the program.

### Tools for Creativity

- Week 1: Faith in Your Own Creativity
- Week 2: Absence of Judgment
- Week 3: Precise Observation
- Week 4: Penetrating Questions

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At the beginning of the fifth week, we will have a mid-program workshop including group discussion and exercises and an introduction to the remaining weekly topics: applying the four tools to meet six challenges confronting those who seek a meaningful life. These challenges, which can have tremendous impact on both your personal and professional life, are:

### Life Challenges

- Week 5: Purpose and Vision
- Week 6: Time and Stress
- Week 7: Relationships
- Week 8: Balance
- Week 9: Prosperity
- Week 10: Bringing Your Creativity into the Organization and the World

Finally, at the end of the tenth week, we will wrap up with a closing workshop to celebrate everyone's insights and achievements, and identify ways to continue to consistently bring your personal creativity into the world in your personal and professional life.

### **What is the cost of the program?**

The program cost is based on the design implemented for your unique business challenge, the number of participants in the course, and the number of personal coaching hours per participant.

### **What are the program time commitments?**

Much of the learning does not take any time since it occurs as you consciously use new insights and tools in your normal day-to-day activities. In addition to this focused attention, the time commitment is:

#### **1. An average of two to three hours per week at your convenience:**

- Self-pace through the interactive software module for the week's topic
- Write your reflections on the week's Live-With on the online collaborative site
- Participate in weekly 30-minute coaching phone calls
- (Optional) Share your learning experiences during lunch meetings or discussions with your 4-person creativity team.

#### **2. Three one-day workshops:**

- Kickoff Workshop
- Mid Program Workshop
- Closing Workshop and Celebration

#### **3. You will likely need some extra time in the last week for some wrap-up learning exercises.**

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#### **If You are Wondering How This Can Work Even If:**

- **You Have an Exceptionally Busy Project Coming Up**
- **You Will Be Traveling Extensively**
- **You Have a One or Two Week Vacation Coming Up**

The Creativity in Business program has been specifically designed to work in the busiest corporate environments, including all of the above, **as long as you are available on the three days for the workshops**. The rest of the program is built to work flexibly within your busy and changing schedule.

The key to achieving breakthroughs in accessing your creative resource more and more effectively is practice. The Live-Withs can be practiced anywhere and are often most valuable when applied during times of high stress. For example, during an especially crazy week or two you can simply carry the single page Live-With sheet around to read in spare moments such as waiting in a line. Instead of the normal two to three hours a week that we normally recommend working in all of the different modes, you could shift down to 20 minutes or so understanding the Live-With and then practicing it wherever you can. Business trips and vacations can be handled the same way, and they often provide a valuable opportunity to work with the ideas in a stimulating new setting.

The key commitment you are making is to practice the tools and ideas for real in your life, and you can make this commitment knowing that this program has been designed to work in the context of your already full life.

#### **Your Program Leader:**

Julie Daley is the founder of Creative Wellspring and is a certified professional coach and facilitator of Creativity in Business. Julie's background as a systems analyst and Asst VP of MIS, along with her recent degree in Interaction Design from Stanford University (computer science, virtual experience design, and user-centered product design), all coalesce into a strong understanding of the intrinsic needs necessary to create and facilitate a program such as Creativity in Business for today's corporate environment.

For more information, contact:

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