



Whole Brain Thinking: Cultivate 21st Century Creativity and Leadership PABS2816

Recent surveys indicate skills in critical thinking, creativity, communication, collaboration and innovation are crucial for achieving success in a global economy. This workshop provides a Whole-Brain Thinking approach to communication, creativity and innovation, based on design-thinking models, and the work of Ned Herrmann.

Topics:

- Create a culture of creativity, innovation, collaboration, diversity
- Principles and practices of innovation in art, business, science, design
- Practical tools and techniques that integrate right-brain artistry with left-brain logic and analysis
- Case studies from the world's most successful organizations
- Creative leadership competencies
- Analyze, reframe, and shift perspectives - turn ideas into action

Learning Outcomes:

- Takeaway a tool kit of techniques and methodologies you can start using immediately
- Provide your organization with a language and structure for innovation
- Learn Whole-Brain Thinking strategies based on Ned Herrmann's model: How to generate, analyse, evaluate and implement ideas
- Develop a set of creative solutions to the organization's specific business challenges and strategies
- Learn to promote your ideas, mobilize teams and implement innovation
- Learn to disseminate relevant "best practices" information and practical techniques
- Develop the skills required to create and maintain an innovative mindset within the organization
- Be able to build capacity for creativity, communication and collaborative leadership

Facilitator: Linda Naiman is founder of Creativity at Work.com, and recognized globally for pioneering arts-based learning as a catalyst for developing skills in creativity, innovation, and collaborative leadership in organizations. She helps organizations accelerate business performance through training, coaching and consulting. Linda is co-author of *Orchestrating Collaboration at Work*, and has been featured in the *Globe and Mail*, *Vancouver Sun*, and *Canadian Business Magazine*. She has spoken about art, design and transformational leadership at US Navy Leadership Symposiums, The MIT Club Singapore, The Banff Centre, and at international conferences. Organizations who have sought out Linda for her expertise include American Express, AstraZeneca, and Intel.

Length: 2 days

Date: Wed, May 29 & Thu, May 30, 2013

Time: 9am - 5pm

Cost: \$365 (tax exempt)

Best to Register by: Wed, May 15, 2013

To Register:

Register online at <http://cstudies.royalroads.ca/> using a major credit card or by telephone, Monday to Friday, 8:30 a.m. – 4:30 p.m. at **250-391-2600, ext. 4801**; or **Toll Free at 1-866-890-0220**. Or, come by in person to the Continuing Studies office at **Grant 117, 2005 Sooke Road**, Victoria, BC, Canada V9B 5Y2.