

Creative Leadership Series

Programs to take you from Possibilities to Innovative Solutions

Theodore Levitt said “*the future belongs to those who see possibilities before they become obvious*”. This has never been truer. The challenge for leaders is to provide their people with the wherewithal to creatively explore and develop potential opportunities faster and with greater success.



Whether they are in the private, government, or civic sector, leaders at all levels need to be able to inspire and unleash the creative genius and intellectual capital within their organisation.

Leadership Victoria’s **Creative Leadership Series** have been designed as stand-alone professional development programs, and as an unfolding series of masterclasses that build into a complete creative leadership mastery program. These program help develop leaders for today and tomorrow.

And the benefits to your organisation are significant as you see creative leaders in action – solving problems faster, increasing overall productivity, turning ideas into solutions, engaging the workforce to collaborate and contribute, and realizing possibilities never before seen.

A Series of Inspirational and Practical Programs

Whether you attend one, two, or all these programs, you will be involved in a fast paced, interactive, content rich learning experience. Additionally you will be participating with other leaders from all sectors of the community – private, government and civic, and the connections you make will be of significant benefit long after the workshops. Programs available now include:

- **Leading Teams in Applied Creativity & Innovation**
Lead your people creatively to inspire innovation and advance change
- **Critical & Creative Thinking for Productive Leadership**
Learn the importance and skill of thinking about thinking for successful leadership
- **Serious Creativity: Applying de Bono Thinking Tools**
Begin to use proven practical thinking systems that promote frontline innovation
- **Thinking Strategically - Imagineering Your Organisation**
All successful people are big dreamers, who work every day to achieve their distant goals

See details on these attached, and for more information on how we can tailor these programs for your organisation, contact Bill Jarrard on bill@leadershipvictoria.org or +61 (0)419 645 299.

Leading Teams in Applied Creativity & Innovation

Lead your people creatively to inspire innovation and advance change

In reality **Innovation is simple to understand, but not easy to do**. The challenge for today's leader is to understand what needs to be done to make innovation and change happen successfully. This means understanding some simple methods to facilitate breakthrough thinking and innovation, and being able to use creative thinking tools to improve problem solving activities and pro-actively identify and address potential opportunities.

Moreover change requires them to identify and challenge current thinking and develop bold new ideas that support organisational goals. This means working more creatively as individuals and more collaboratively in work groups and project teams, while also understanding the environmental elements that support creativity and innovation. This programs examines just these issues.

Organisations that consistently apply **Deliberate Creative Thinking™** principles and methods:

- ✓ rapidly develop innovative ideas to address a real issue and improve business performance
- ✓ achieve unique and sustainable outcomes that support strategic business goals
- ✓ creatively solve problems and embrace new opportunities enthusiastically
- ✓ demonstrate leadership skills directly related to creating a creative and innovative organisation
- ✓ have a collaborative team environment that supports idea sharing
- ✓ consistently rise above competitors or lead in their field of endeavour

This is an intensive but highly interactive blended learning program. Topics include:

- **The Applied Creativity and Innovation Process** – a simple process for identifying, defining and analysing challenges, and then finding innovative solutions using Deliberate Creative Thinking
- **Creativity on Demand** – shows individuals and teams how to focus their creative energy when and where it is needed to facilitate idea generation and sharing
- **Tools for Deliberate Creative Thinking** – simple but effective tools for effectively exploring and creatively solving problems and realising opportunities
- **Myths and Killers of Innovation** – what not to do to create an innovative work environment
- **Application and Action** – applying creativity to daily issues is the key to success, and here we look at where you will be able to apply the methods learnt

Blended learning to ensure sustained application

This program is a Leadership Victoria blended learning experience delivered in three stages...

1. **Pre-workshop** – participants receive a welcome email with links and reading attachments to introduce some of the creative thinking principles that underlay this program
2. **Workshop** – this workshop is highly interactive and content rich, using Presentation Zen delivery methods to ensure highly effective learning, with time to apply new thinking on the spot
3. **Post-workshop** – participants are given access to a range of online eModules that build on the material covered in the workshop so learning is maintained, key insights and tools can be reviewed, and so they might share these with their teams back at work.

Facilitator: Your master trainer for this workshop is Bill Jarrard, Imagineer: Leadership, People and Organisations and founder of Mindwerx International. Guest speakers will also join us to share their real-life experiences with the material you'll be learning.

Critical & Creative Thinking for Productive Leadership

A look at the importance and skill of thinking about thinking for successful leadership

The **Critical Thinking Community** (criticalthinking.org) defines **Critical Thinking** as that mode of thinking - about any subject, content, or problem - in which the thinker **improves the quality of his or her thinking** by skilfully **taking charge of the structures inherent in thinking** and imposing intellectual standards upon them.

This Creative Leadership program looks at Critical Thinking as a means for busy leaders to develop their own thinking skills and guide their people in creative problem solving, improving productivity, and realising potential opportunities. Critical Thinking when engaged for creativity enables personal and team innovation, and the delivery of real results.

People and organisations that understand and use Critical and Creative Thinking methods:

- ✓ creatively deal with complex situations and make better decisions - *faster*
- ✓ create a more collaborative and creative team environment
- ✓ plan, manage and implement solutions more thoroughly and effectively
- ✓ generate innovative ideas to effectively manage costs and grow the 'top line' of the business
- ✓ lead and manage an environment that promotes innovative thinking to achieve business goals

This program looks at Critical Thinking as a fundamental skill for Creative Problem Solving, Process Improvement and Opportunity Development. In it participants will learn:

- The concept, principles and enormous value of Critical Thinking
- The Applied Creativity & Innovation model and 3 vital ingredients for team thinking success
- The 4th Ingredient to critical and creative thinking
- A tools based approach to critical and creative thinking
 - Tools for setting focus and direction – stop and think!
 - Tools for exploration and analysis – assumptions and factors
 - Tools for idea generation and alternatives – ideas on demand
 - Tools for decision making and action planning – implementation is what matters
- How to put Critical and Creative Thinking Tools into action each and every day
- Strategies for inspiring and facilitating critical and creative thinking
- Plan for application back at work and to continue their leadership development

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2. **Workshop** – this workshop is highly interactive and content rich, using Presentation Zen delivery methods to ensure highly effective learning, with time to apply new thinking on the spot
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Serious Creativity: Applying de Bono Thinking Tools

A study on the use of practical thinking systems that promote frontline innovation

Dr Edward de Bono has presented to tens of thousands of Australia leaders over the last 30 years, and his simple logical practical thinking systems are acclaimed globally. In Australia de Bono has worked with every level of government, with every sort of private enterprise, and passionately supported education and civic sector organisations.

It would be hard to find a leader in any type organisation that hasn't heard of de Bono's Lateral Thinking, Six Thinking Hats, or his schools program CoRT. His techniques make instant sense to those who hear him present, or attend one of his tools training programs.

Despite this, his methods have NOT been fully embraced by Australian organisations, and are NOT being effectively applied by Australian leaders. At best we see isolated examples of teams using his tools, and when we do we see striking examples of creativity, high levels of collaboration, and significant increases in productivity. But the reality is that Australian leaders are letting themselves, their people, and their organizations down by sticking with traditional thinking methods.

The challenge is that de Bono are *'Simple to understand, But not Easy to apply'* simply because they require discipline in thinking, and Australian leaders are not providing that discipline. This program addresses this issue head on.

This is **NOT** a simple tools training course – this is an interactive facilitated workshop that gives you real skills you can use, today and every day to get things done. Facilitated by a master trainer with almost 30 years of actual use in hundreds of team projects and facilitations, you will learn...

- Just why de Bono tools are so simple to understand and learn, but not as easy to apply
- What is required to put them into use each and every day to raise creative productivity
- To guide high level collaborative thinking and stop wasting so much time in meetings
- How to generate better more useful ideas faster, and exactly when you need them
- That ideas are not solutions, but ideas lead to solutions when harvested and treated well
- How to plan and lead creative thinking sessions to unleash the genius of your people

Blended learning to ensure sustained application

This program is a Leadership Victoria blended learning experience delivered in three stages...

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2. **Workshop** – this workshop is highly interactive and content rich, using Presentation Zen delivery methods – ensure highly effective learning, with time to apply new thinking on the spot
3. **Post-workshop** – participants are given access to a range of online eModules that build on the material covered in the workshop so learning is maintained, key insights and tools can be reviewed, and so they might share these with their teams back at work.

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Thinking Strategically: Imagineering Your Organisation

All successful people are big dreamers. They imagine what their future could be, ideal in every respect, and then work every day toward their distant vision, goal or purpose.

...Brian Tracy

Generally associated with The Walt Disney Company, **Imagineering** is a combining of **imagination** and **engineering**, and is a powerful future-oriented approach to strategic thinking and planning. The word was originally developed by Alcoa around 1940 to help convey what they did at that time. They described Imagineering as letting your imagination soar and then engineering it down to earth.

In this Creative Leadership program we look at the role Imagineering plays in the strategic thinking and planning process. Participants will learn to apply a range of principles, approaches, and techniques for visualizing and planning the future that will allow them to turn it into reality.

Building Imagineering methods into your strategic thinking allows you to...

- ✓ **Improve your ability** to see and understand complex situations in new ways
- ✓ **Discover new approaches for leading** and organising your most vital resource
- ✓ **Communicate a shared understanding** of your mission, vision, goals and strategies
- ✓ **Enhance the personal empowerment** of people implementing new strategies
- ✓ **Increase capacity** for continuous self-organisation

A vital ingredient in great leadership is the ability to inspire others with your vision, values and mission, so in this workshop we will work together and look at...

- **The power of vision** in strategic thinking and business planning
- **Examples of Imagineering** in action – big and small
- **Creative imaging** – Visualisation as a team to see the present and the desired future
- **Engineering the future into reality** – time for action
- **Values and how they create constancy of purpose** – or not!
- **Mapping your strategic thinking** – from vision and values to the business plan
- **Vision Boards and Life-scaping** – your personal journey into the future
- **Leadership tips to lead and inspire** your team into the future
- **Planning for your application** of Imagineering as a leadership tool

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3. **Post-workshop** – participants are given access to a range of online eModules that build on the material covered in the workshop so learning is maintained, key insights and tools can be reviewed, and so they might share these with their teams back at work.

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Bill Jarrard

IMAGINEER: Leadership, People & Organisations



As Leadership Victoria's resident Imagineer Bill helps people and organisations Imagine the future they wish to achieve and then Engineer it into reality. Working with all sectors of the community – private, government and civic he designs and delivers our Creative Leadership Series of programs, which are tailored to the needs of each group we work with.

Bill focuses on people and organisational development, with a particular passion for continuous improvement, creative thinking, and applied innovation. He has presented to groups in ten countries, and develops

blended and fully online Creative Leadership Programs.

His first book 'Hidden Gold', published by SAI Global is described as a definitive work on continuous process improvement. Between 2000 and 2012 he lectured on Creativity & Innovation at universities in Australia, Israel and the United States.

He is a Williamson Fellow, having participated in the first year of the Williamson Community Leadership Program in 1990.

Qualifications

Master of Entrepreneurship & Innovation, Swinburne University

Williamson Community Leadership Program 1990

Master Trainer, Mindwerx' Applied Creativity & Innovation

Senior Trainer in Edward de Bono's Serious Creativity tools

- Lateral Thinking
- Six Thinking Hats
- Direct Attention Thinking

Senior Instructor in Tony Buzan's Advanced Learning Techniques

- Mind Mapping
- Speed Reading
- Multiple Intelligences

Accredited Speaking Member of National Speakers Association (past)

Experience

Bill is the co-founder of Mindwerx International (1999) and The Buzan Centre Australia (2000), and brings his experience from these unique organisations to Leadership Victoria.

Prior to forming his first company in 1991 he was a member of the executive team of an Information Technology unit with 1800 people, and led the introduction of change using a Continuous Improvement philosophy that over eighteen months dramatically improved service quality and significantly reduced costs to clients.

Prior to this, Bill held senior roles in Human Resources, Finance, Facilities Management, Security, and Computer Operations.

Contact

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LEADERSHIP VICTORIA

Snapshot: Creative Leadership Series

This series of masterclasses provides a complete creative leadership mastery program, accelerating the development of leaders for today and tomorrow.

Each program has been designed so you can attend one or more to immediately access the skills you need right now.

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Whether you attend one, two, or all of these programs, you will be involved in a fast paced, interactive, content rich learning experience. You will be participating with other leaders from all sectors of the community – private, government and civic, and the connections you make will be significant and enduring.

This Series of four masterclasses includes:

- **Leading Teams in Applied Creativity and Innovation: 12 August**
Lead your people creatively to inspire innovation and advance change
(Early bird closes: 21 July)
- **Critical and Creative Thinking for Productive Leadership: 15 September**
Learn the importance and skill of thinking about thinking for successful leadership
(Early bird closes: 26 August)
- **Serious Creativity: Applying de Bono Thinking Tools: 14 October**
Begin to use proven practical thinking systems that promote frontline innovation
(Early bird closes: 23 September)
- **Thinking Strategically - Imagineering Your Organisation: 13 November**
All successful people are big dreamers, who work every day to achieve their distant goals
(Early bird closes: 24 October)

When: 9am - 5pm

Where: JJ Clark Room, Level 1 Old Treasury Building, Spring Street, Melbourne

Facilitator: Your master trainer for this workshop is Bill Jarrard, Imagineer: Leadership, People and Organisations and founder of Mindwerx International. Guest speakers will also share their real-life experiences and insights.

More Information:

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