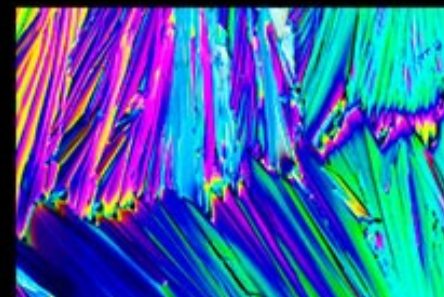
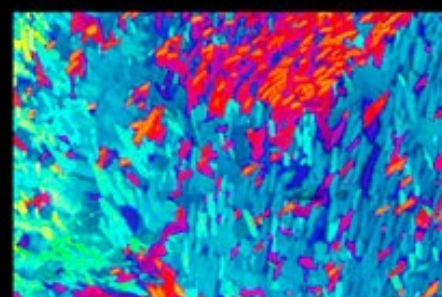
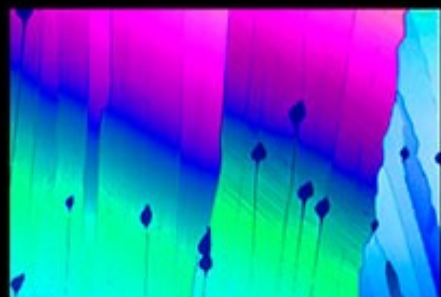
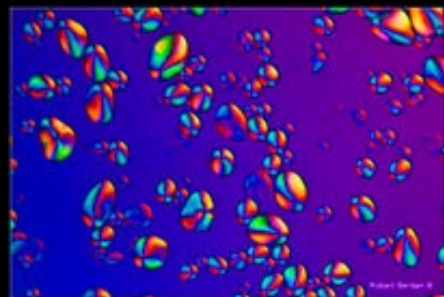
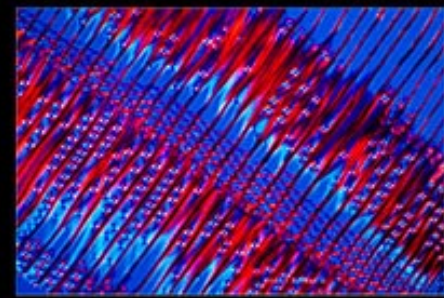
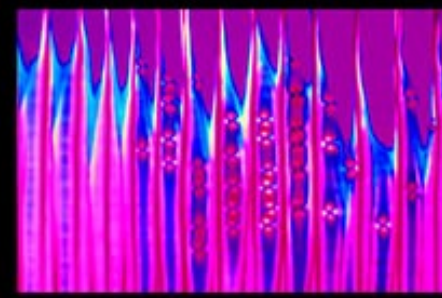
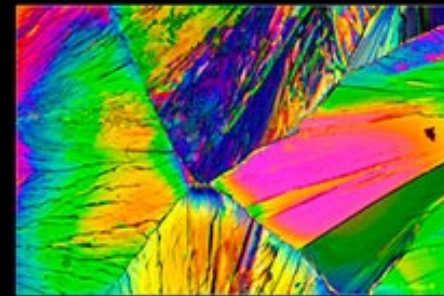
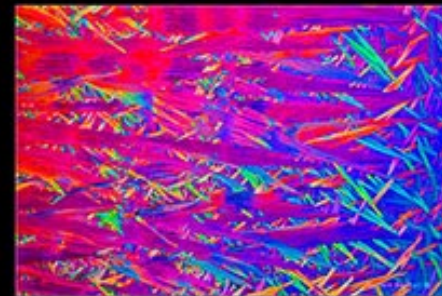
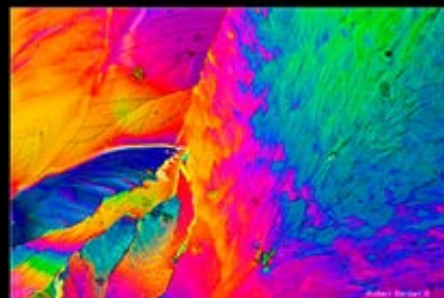


Future-fit creative thinking

Developing skills for the Imagination Age

May 2022



Why creativity?

At Creativity Wake-Up, we create and facilitate courses on creative thinking and innovation for individuals, businesses and non-profit organisations.

Our vision is to help people to develop the creative confidence needed to find their voices, advance their businesses, serve their communities and solve the complex problems of our day.

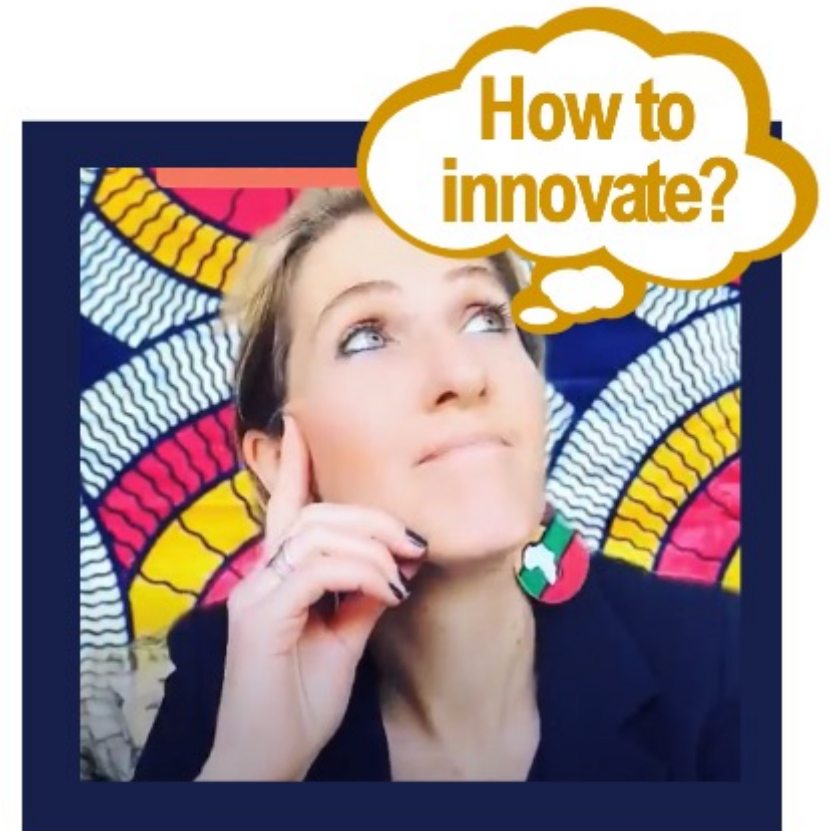
Our passion is to help businesses and individuals to become more resilient and better able to cope in these fast changing times by developing their creative thinking.

We believe

If you are human, you are creative. Let us help you to develop the mindset and the skillset of a creative thinker, giving you, your team, your family and your community the confidence and skills to face an uncertain future.

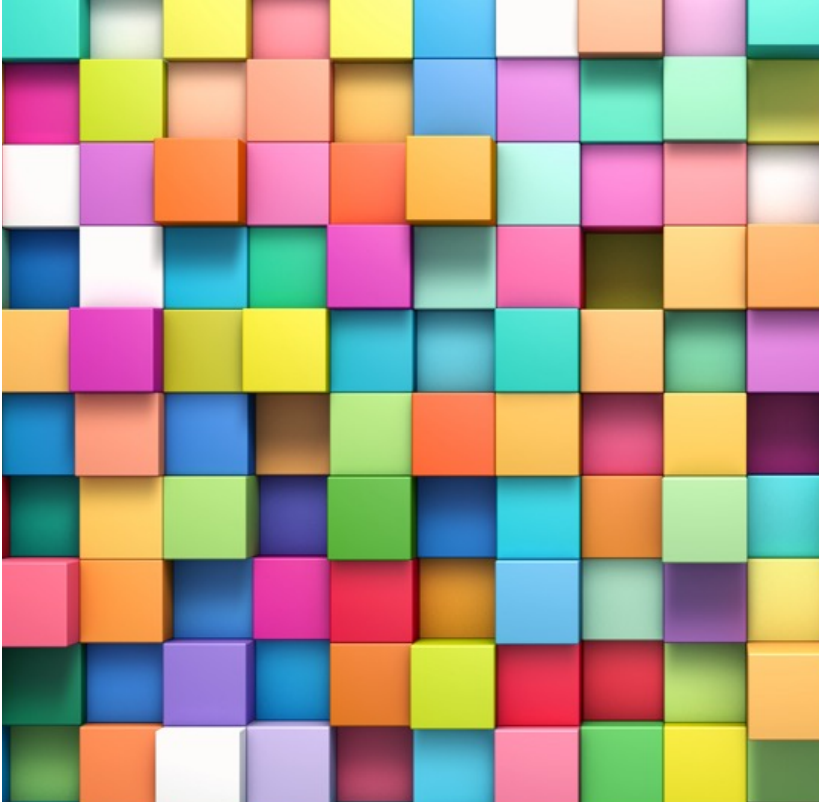
Everyone has the ability to unlock substantial creativity within themselves. With some intention and focussed application, there's no limit to how creative we can be.

At Creativity Wake-Up we help leaders and teams recover a creative mindset and re-ignite the ability to use and develop creative thinking in all spheres of life.



Creativity is the single-most in-demand skill for companies to cultivate in their employees, according to LinkedIn's 2019 Workplace Learning Report.





Keynote Talks

Engaging and memorable talks

Duration:
1 hour

Audience:
Small Group – up to 40 people
Or Large Group – 40 - 500 people

Key note Talks

Does your audience want to be inspired, motivated and galvanised to change? Are you looking for an engaging, interesting and interactive key note talk that your audience will remember and tell their friends about? We are ready to deliver this talk for you.

Recommended topics

We can focus on a variety of topics depending on the needs of your audience. We recommend:

How to activate your creative brain

A thought provoking and engaging talk, providing an introduction to creative intelligence and including brain teasers, puzzles and creative conundrums. (Beginner)

Creativity Matters

Why creativity is the most sought after soft skill in the world today.

What the neuroscience and research tells us about creativity today. (Academic)

Creativity Olympics

To lighten your spirits and bring you some fresh energy and perspective, join us for a fun, energising session filled with creative thinking exercises, games and challenges to test and grow your creative thinking. (Advanced)

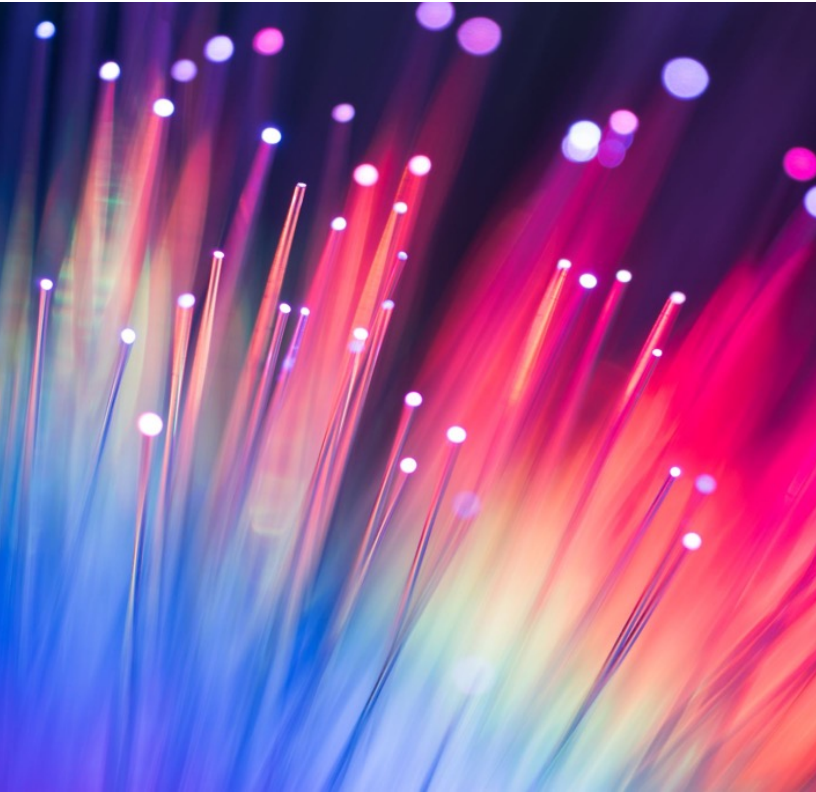
Creative Teams

Learn what creative teams do differently and how they leverage purpose, personalities and a creative problem solving process to cultivate creative synergy. (Teams and Manager)

How talks differ from workshops

Workshops are more 'hands on' and include more activities and exercises. Talks are better suited to larger audiences.





Creativity Booster

Power up your creative thinking

Duration:
2 hours

Audience:
20 – 40 people

Creativity Booster Workshop

This 2-hour interactive workshop will provide an introduction to creative intelligence and inspiration to develop your creative mindset and skillset.

What you will learn

The content of this workshop includes understanding what creativity is, why it's so important, testing my own creative intelligence, learning what could inhibit my creativity and how creative thinking can be developed.

Questions you will address

- What is creativity?
- How does creativity work in our brains?
- What tends to inhibit my creativity?
- What can I do to build creative habits in my life?
- How can I be a more creative parent?

What will we do?

This workshop includes sharing of creativity stories from around the world, research, creativity tests, activities, discussion, polls, some physical exercise, creative conundrums and a lot of fun.

Who should attend?

Anyone who would like to develop their personal creative thinking. This course is useful for parents, entrepreneurs, executive teams, knowledge workers, professionals, anyone thinking of starting their own business, retirees, humans in general





Creativity Wake-Up

Growing creativity for the imagination age

Duration:

Half day (4 hours)
Or Full day (8 hours)

Audience:

Small Group – up to 25 people
Or Large Group – 25-60 people

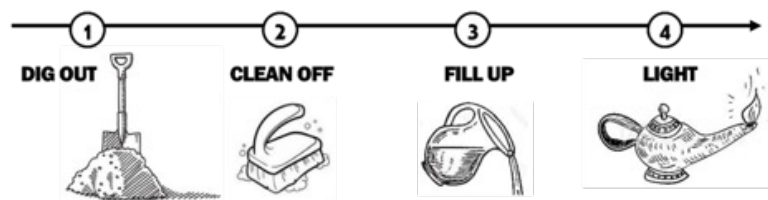
Creativity Wake-Up Workshop

This is a unique and exciting learning experience to stimulate idle, ailing or dormant creativity. You'll learn to apply ideas, tools and exercises to develop more powerful creative thinking and problem solving. This workshop is a springboard to a longer, personal creativity development process.

How will it work?

The process of reviving creativity is likened in this workshop to restoring a treasured, buried lamp. There are four simple but profound steps to take.

This will be our process for the day:



What will we do?

This workshop involves:

- facilitator input
- group discussion
- personal reflection
- practical exercises and techniques
- individual and group creative work
- lots of creative brain activation!

You'll leave with:

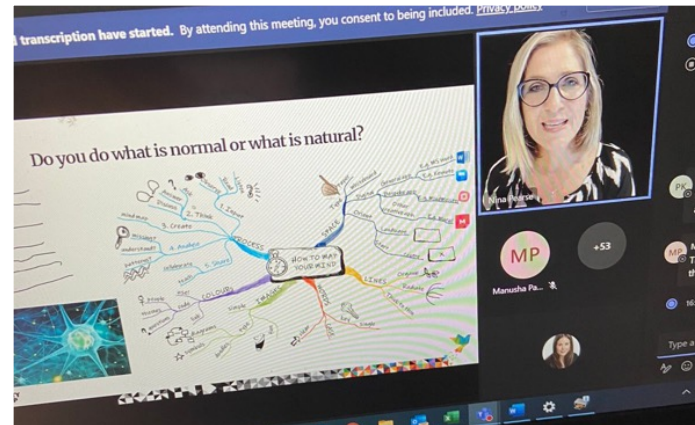
- An action plan for your growth
- A mind map of your learning
- A suite of tools to apply on your own or with your team

Who should attend?

Anyone who would like to develop their personal creative thinking. This course is useful for parents, entrepreneurs, executive teams, knowledge workers, professionals, anyone thinking of starting their own business, retirees, humans in general.



Creative thinking workshops in action



Creativity studies and research

Top three skills needed for the next decade:

1. Complex problem solving
2. Critical thinking
3. Creativity



Most in-demand soft skill for 2020 and beyond:
#1 Creativity



A business that invests in creativity is more likely to...

- 83% - Foster innovation
- 80% - Have more satisfied customers
- 79% - Be competitive
- 78% - provide a better customer experience
- 73% - Be financially successful



87% of professionals worldwide feel stuck and disengaged at work



Most important leadership qualities over the next 5 years

- 60% Creativity
- 52% Integrity
- 35% Global thinking
- 30% Influence
- 28% Openness

Creative leaders outperform their peers on key financial metrics:

- 67 % had above-average organic revenue growth.
- 70 % had above-average total return to shareholders (TRS).
- 74 % had above-average net enterprise value or NEV/forward

CREATIVITY
WAKE-UP



Your facilitators



Nina Pearce

Learning Imagineer, Facilitator, Agile People Consultant

Nina Pearce is a dynamic and creative facilitator with a vision to transform business and society by helping people tap into their creativity. Nina has an honours degree in business science from the University of Cape Town. She is an Agile Talent professional, an associate of the NeuroLeadership Institute and a qualified Insights facilitator. Nina has worked in learning and change related roles for nearly twenty years as a management consultant, human resources specialist and leadership practitioner. She has delivered training on five continents over the past two decades.



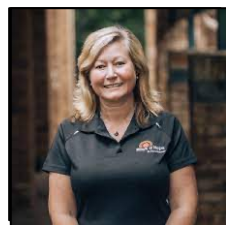
Celia Falkenberg

Architect, entrepreneur, creative thinking educator

Celia Falkenberg is a creative educator with a passion to inspire and equip people to find creative solutions to challenges and opportunities in business and everyday life. Celia has an honours degree in architecture from the University of Cape Town and graduated with distinction for a masters degree from the Architectural Association in London. She owned and ran an architectural practice for fifteen years. She uses her experience and skills in design thinking to design and facilitate courses in creative thinking and innovation.



A few of our happy clients



"I got more than I anticipated. It was fun, interactive, informative, creative... This was one of the most exciting and unique workshops that I've ever attended."

Sandy Chapman

Finance and HR Manager, Rays of Hope



"The workshop was highly relevant to my journey. I've learned different ways to solve problems in my business and in myself."

Keabetswe Modise

Founder, Gemini Networking



"Thank you Creativity Wake-Up. Great lessons with simple, actionable tools."

Lara Wantenaar

Corporate Marketing Integration, ASDA



"Thank you for totally outstandingly brilliant training. It had brilliant content and was beautifully executed."

Graham Hughes

Co-Founder, Biggerplate, United Kingdom





CREATIVITY WAKE-UP

Connect with us



Nina Pearce
nina@creativitywakeup.com
+27 72 609 7757

Celia Falkenberg
celia@creativitywakeup.com
+27 82 465 3710



www.creativitywakeup.com



[company/creativitywakeup](https://company.creativitywakeup.com)



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@creativitywakeup

We are the Creativity Wake-Up business. Our passion is to revive and foster robust creative thinking in individuals, leaders and teams. We believe that there's little more powerful on earth than a fully charged creative mind and that creativity is an essential fuel for organisations of the future.

"In my 40 years of working with the creative problem solving process, and in all of my years of advising clients, there has never been a time where creativity is needed more," Dr Roger Firestien, State University of New York.

