

# CREATIVE THINKING FOR INNOVATION



**CREATIVITY  
WAKE-UP**



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# **THE CHALLENGES**

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## **Innovation has become absolutely crucial.**

We are in a crisis. Innovation is our way out.

In addition to the seismic impact of the pandemic, automation is displacing jobs and cutting down on process-oriented tasks.

## **Creativity is your competitive edge.**

Businesses urgently need to get people thinking creatively to cope with uncertainty and the new ways of working.

Creativity is underdeveloped and under pressure. Yet, creative solutions are required to shape a new world and grow sustainable business.



# OUR SOLUTION

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## Inspire.

Wake people up to the power of their creative intelligence through creative psychology research, neuroscience, business studies, cultural history, modern philosophy and personal experience.



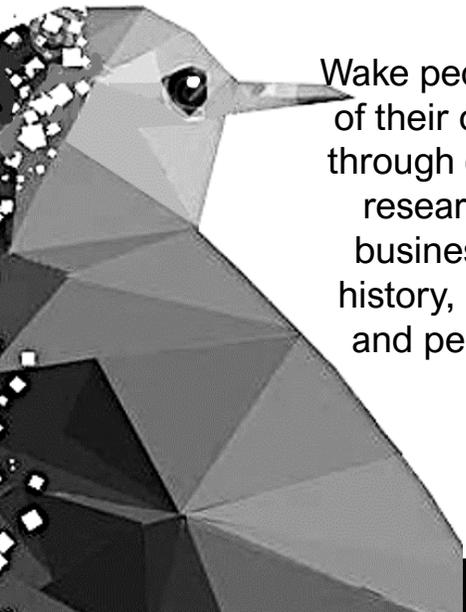
## Equip.

Equip leaders and teams with a robust understanding of the creative mindset and how to grow it. We provide applied training in creative thinking skillsets and empower people to use creative toolsets.



## Transform.

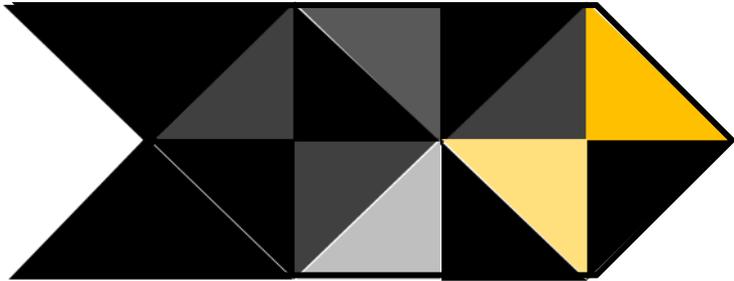
Mobilise organisations and communities to future-proof themselves through embedding creative thinking and innovation at all levels.



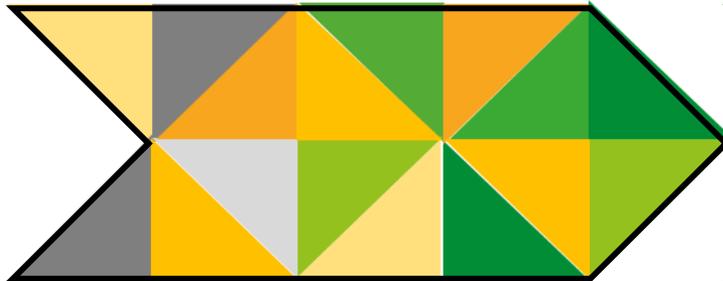
# GET YOUR BUSINESS ON THE LEARNING JOURNEY

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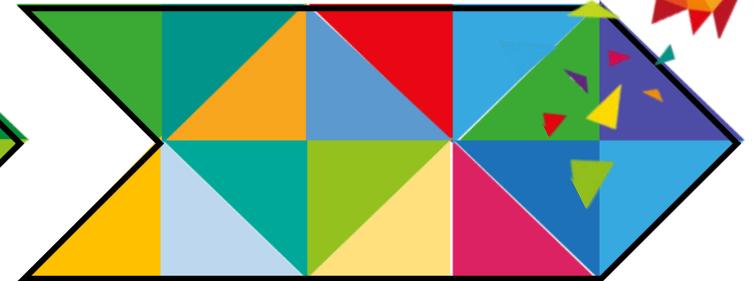
Personal  
Creativity



Team  
Creativity



Leadership  
Creativity



# THE LEARNING JOURNEY

Personal  
Creativity



Team  
Creativity



Leadership  
Creativity





# Creativity 101

A foundation guide to creative intelligence



5 modules



Online live



5 x 2 hr sessions



5-10 weeks



This program is for: executives, managers, team leads, HR professionals, all employees,

CREATIVITY WAKE-UP

## PERSONAL CREATIVITY

A football team relies on each player's physical fitness in order to succeed with their game plan on the field. In the same way, an organisation relies on each employee's creative intelligence in order to be agile, resourceful and innovative in an uncertain marketplace.

This program provides a solid grounding in the fundamentals of creativity.

### What you will learn

- Understand the structure, neuroscience and practical application of creativity
- Assess my creative mindset and skillset and uncover what hinders my creative thinking
- Learn why and how to feed my creative intelligence and how to put my creativity to work

### Questions you will address

- How does creativity work?
- How creative am I?
- When am I most creative?
- How can I develop my creative intelligence?

### We recommend this format



#### Inspire:

- Pre-program get your cogs turning with some reading, video and reflection



#### Equip:

- 5 modules, best done over 5-10 weeks
- 5 live virtual sessions of 2 hours each
- Engaging interactive sessions via Zoom supplemented with online tools such as Mural and Menti
- Optional knowledge assessment for each module
- 1-2 hours of individual application work per module
- Optional action learning project



#### Transform:

- Online accountability community
- Optional weekly emails
- Recommended resources



#### Journey:

- 2-6 months post program: online digital refresher course, 2.5 hours of video-based learning to embed behaviours

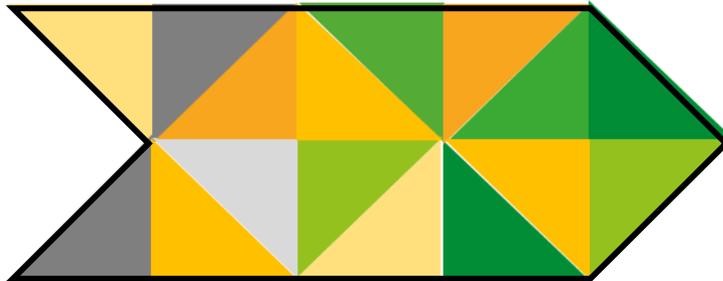


# THE LEARNING JOURNEY

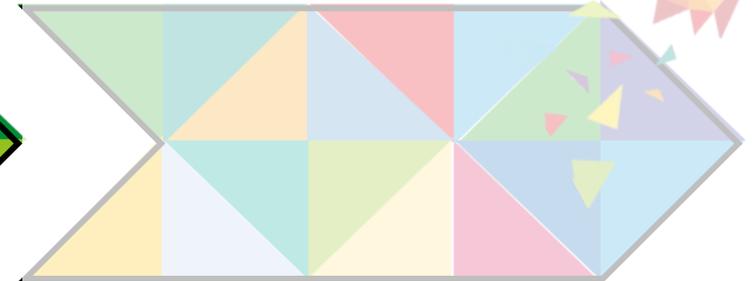
Personal  
Creativity



Team  
Creativity



Leadership  
Creativity





# TEAM CREATIVITY

Top performing teams achieve creative synergy by having an inspiring purpose, a strong team process for solving problems and pursuing opportunities together. This program will equip your team to identify and value each person's creative thinking mode and how you can bring the best out of each other. You will actively work on building trust and solving the problem of working more effectively together amidst change and uncertainty.

## We recommend this format

### Inspire:



- Pre-program: complete a personality assessment
- Optional reading, video and reflection

### Equip:



- 4 modules, best done over 4-8 weeks
- 4 live virtual sessions of 2 hours each
- Engaging interactive sessions via Zoom supplemented with online tools such as Mural and Menti
- Optional knowledge assessment for each module
- Team implementation tasks between each module
- Optional action learning project

### Transform:



- Post-program: accountability pairs
- Optional group coaching
- Optional weekly emails
- Recommended resources

## What you will learn

- Recognise how our personalities impact our agility, flexibility and creative thinking
- Mitigate team creativity killers
- Learn to use the Creative Problem Solving Process and apply this to real team problems or opportunities

## Questions you will address

- How does my creativity show up in this team?
- How might we get better at solving big and small problems together?
- How could we identify and seize opportunities together?

# Innovative Teams

## The dynamics of innovative teams



4 modules



Online live



4 x 2 hr sessions



4-8 weeks



This program is for: intact teams, project teams, global teams, management teams, executive teams.



# THE LEARNING JOURNEY

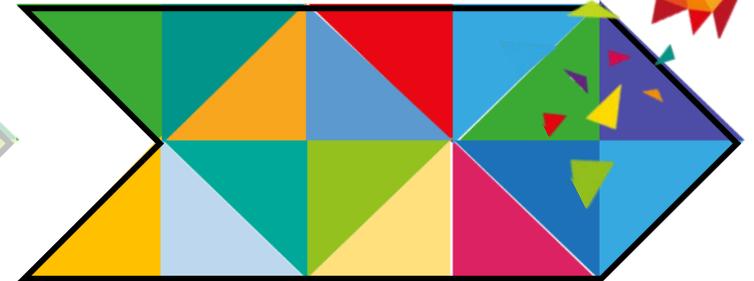
Personal  
Creativity



Team  
Creativity



Leadership  
Creativity





## Leading Innovation

### Nurturing a culture of creativity



4 modules



Online live



4 x 90 mins sessions



4-8 weeks



This program is for: leaders

# LEADERSHIP CREATIVITY

This program builds on three dimensions of leadership creativity: transforming self, transforming others and transforming the organisation.

## What you will learn

- Appreciate the role of creativity in driving innovation and results in business today
- Assess my leadership impact from a creativity perspective
- Learn what innovative organisations do differently and how to use the four levers of culture change
- Cast a new vision for your organisation that incorporates a creative culture

## Questions you will address

- How does creativity help my organisation manage disruptive change and drive innovation
- How does my creativity show up in my leadership?
- How might I affect lasting transformation
- How do the most innovative organisations operate?
- How might I use my creativity to lead with vision and purpose

## We recommend this format



### Inspire:

- Pre-program get your cogs turning with some reading, video and reflection



### Equip:

- 4 modules, best done over 4-8 weeks
- 4 live virtual sessions of 90 mins
- Engaging interactive sessions via Zoom supplemented with online tools such as Mural and Menti
- Optional knowledge assessment for each module
- Optional action learning project



### Transform:

- Optional 1-2-1 creativity coaching
- Recommended resources



# ABOUT US

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## NINA PEARSE

LEARNING IMAGINEER, FACILITATOR, AGILE PEOPLE CONSULTANT

Nina Pearse 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

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“As a manager, what I need to do is make sure that we facilitate this kind of thinking, engagement and way of working.”

**Lauren Vickery**

Marketing Director, Sage



“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



# OUR NETWORK



# OUR AFFILIATES



**MELISSA SUTHERLAND**  
Vindigo Travel,  
CAPE TOWN



**JOHNNY MUTEBA**  
Founder at Pan  
African Chamber of  
Commerce &  
American Arts  
Chamber  
NEW YORK



**JULIANA KHALIL**  
Juliana Khalil  
Lifestyle  
Coaching,  
DUBAI



**DEBBIE LAUSCHER**  
iSimplifi Computer  
Training,  
CAPE TOWN



**VICTORIA WICKINS**  
Avisha Wellness and  
Fiit Warriors,  
LONDON



# RESEARCH FINDINGS

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Top three skills:

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



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

The LinkedIn logo, consisting of the word "Linked" in black and "in" in white inside a blue square, with a grey shadow effect.

Creativity is most important  
leadership quality over the  
next 5 years.



The McKinsey &amp; Company logo, featuring the text "McKinsey &amp; Company" in white serif font on a dark blue background.

Creative leaders outperform  
their peers on key financial  
metrics



## CONNECT WITH US

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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.

