

BUSINESS CREATIVITY WORKSHOP

Learn How to Apply a Creative Process to Any Business Task



Strategy
Generation
Company

Creativity isn't reserved for artists and musicians; it can be learned by anyone and applied to any task.

Creativity is about coming up with new ideas, and then connecting those ideas to others so they can feel or experience something they haven't felt or experienced before. And although some people may think that creativity only applies to artistic endeavors, it is actually a quality that every business should be promoting throughout every part of its culture.

Our Business Creativity Workshop breaks down the creative process into seven simple steps that anyone can apply to just about any business task – including the development of product and business strategies. In this special program, we will show you how to tap into your inner creativity and approach your business role in ways that you never thought of before!



WHO IS IT FOR?

Product Managers
Product Leaders
Business Leaders

THE CREATIVE PROCESS

This workshop teaches participants how to approach any business task using the 7-step creative process featured in the book ***Creative Strategy Generation*** (written by our founder, Bob Caporale). The steps in this process are:

1. Preparation
2. Inspiration
3. Genre
4. Ideation
5. Arrangement
6. Orchestration
7. Production



CONTENTS

THE CREATIVE FOUNDATION

- What Is Creativity?
- Finding Your Creativity
- Performing a Creative Analysis

THE CREATIVE PROCESS

- Preparation – Gather The Facts
- Inspiration – Decide What You Want To Achieve
- Genre – Understand Your Market
- Ideation – Develop Your Offering
- Arrangement – Organize Your Story
- Orchestration – Draw Upon Your Team
- Production – Execute Your Plan

INFORMATION

FORMAT

- 4 hours of live virtual instruction delivered in 1 half-day session
- Designed for between 8 and 12 participants
- **Customized versions also available**

MATERIALS

- Digital workbook and framework
- Access to our exclusive **Creative Self-Assessment** tool

CONTENT BREAKDOWN

- ~90% Group Instruction
- ~10% Exercises and Discussion

OUR TRAINING PROGRAMS

PRODUCT MANAGEMENT WORKSHOPS



Strategic Product Management



Product Strategy Generation



Business Case Development



Go-To-Market Planning



Life Cycle Planning

STRATEGIC SKILL DEVELOPMENT



Strategic Thinking



Strategic Leadership



Voice Of Customer



Business Storytelling



Business Creativity



Strategy Generation Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the key skills needed to succeed in strategic business environments. Contact us today to learn more!