

**“Panning for Gold” ... searching ...sifting ... applying new ideas**

**Wednesday, 25<sup>th</sup> February 2009**

**16.30 to 19.30**

**Sandy Park Conference Centre  
Sandy Park Way, Exeter EX2 7NN  
main switchboard: 01392 427427**

A Beacon South West taster workshop led by David Smith and Marian Moriarty of Inner Business

The workshop will provide insights, basic tools and techniques for creating new thinking and finding winning ideas.

*Traditionally, creativity has been seen as something done by ‘special people’ in a ‘special place’, thinking up ‘special ideas’, but in a period of change, businesses need to ensure different ideas are found, sifted and applied swiftly.*

### **The Workshop**

Using the delegates’ real business challenges or problems, this ‘taster’ workshop is designed to provide an introduction to some basic principles, tools and techniques for:

Setting a context for creativity and innovation in business

- how creativity and innovation fit together
- why would you want to innovate ?

Creating the climate for innovation

- factors promoting and inhibiting creativity and innovation
- risk
- safekeeping versus experimental

Communication to aid creativity and innovation

Stimulating ideas

- going beyond brainstorming

Choosing which ideas to take forward

- how to avoid ruling out the best ideas

Putting in the practicality / turning ideas into actions

The facilitators will do this in the context of one of the processes that they employ, and in each area they will introduce one example of an appropriate tool and demonstrate its application on a real task.

### **The Facilitators**

David Smith and Marian Moriarty are experts in the fields of innovation, creativity & change. They have very different backgrounds and experience which includes teaching, scientific R & D, marketing and sports coaching.

Inner Business is a partnership, established in 1995.

### **The Costs**

£65.00 plus VAT (£76.37) per delegate