



Pre-Conference Master Class Program

Creative Innovation 2011 will include a range of Master Classes led by some of our keynote speakers and other outstanding creativity and innovation experts.

16 November (9.30am - 12.30pm) including morning refreshments



1. Dr Edward de Bono (UK) *Strategies for creative thinking*

The leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill; Founder of the Six Thinking Hats® technique; Originator of the concept - and formal tools - of Lateral Thinking; Best-selling author: *The Use of Lateral Thinking*

ABOUT THE MASTER CLASS:

Would you like to tap into your vast resources of creative potential?

Would you like to explore new and better ways of thinking and extend your repertoire of thinking skills and strategies?

Creative Thinking is a valuable resource, which is becoming increasingly more important if we are to meet the challenges and opportunities presented by our fast-changing world.

Dr Edward de Bono will present a Master Class in Creativity at Creative Innovation 2011. This Master Class is a rare opportunity to learn practical strategies and tools from the master of creative thinking himself, tools which will be invaluable in your professional, social, academic and personal life.

Professor Edward de Bono, one of the world's most pre-eminent thinkers, is the inventor of Lateral Thinking and the very popular "Six Thinking Hats" framework. Based on an understanding of how the brain works as a self-organising information system, Edward de Bono has designed powerful and simple specific thinking tools to maximize the creative process, which can be learned by anyone and used in a deliberate manner.

The Master Class will be useful to all those who are interested in improving and expanding their potential for innovative, conceptual, critical and creative thinking.

"I believe Dr de Bono's work in teaching people to think may be the most important thing happening in the world today." **George Gallup**

"If you haven't heard of Edward de Bono or of Lateral Thinking, perhaps you have been too busy thinking in conventional ways." **Forbes Magazine**

2. Tim Reid

Killer Innovation Workshop

aka "The Ideas Guy", leading ideas and marketing expert, creator and host of Australia's #1 Marketing show *Small Business Big Marketing*

ABOUT THE MASTER CLASS:

Where a typical brainstorming session often only delivers incremental ideas, they rarely result in breakthrough thinking. On the flip side, a Killer Innovations session results in a significant and highly profitable departure from your current practice that will be difficult to imitate.



Finding true killer innovations is tough work. Human instinct has us finding the quick answer....then we stop looking once we've found the first answer that approximates the best answer to a given question. We fail to look beyond the obvious...because looking beyond the obvious is scary, it may leave us looking like a fool. It may produce something extraordinary.

In a Killer Innovations session, the concept of a 'me too' idea is thrown out the door...the killer innovation must be a break-through idea that is instantly recognized by the market place.

USING THE KILLER INNOVATIONS APPROACH IS AKIN TO BRAIN STORMING ON STEROIDS!
So, come along with an open mind and ready to make the world a better place.

3. Ernie Schwartz

Executive Presence – From the Inside Out

One of the founders of leadership consultancy, Red Sky, Ernie has worked with hundreds of executives from a wide range of global clients such as IBM, L'Oréal and Macquarie Bank, offering insights that stimulate creative solutions.

ABOUT THE MASTER CLASS:

In a world where change is constant, the need for adaptable leadership is a given. Underlying this is the elusive principle of *Executive Presence*.

In this highly experiential session, Ernie will demystify the notion and inspire you to discover the true source of your own executive presence.



At the end of the session you will:

- Gain greater awareness of the link between your core beliefs, values and leadership behaviours.
- Continue the journey of self-discovery that leads to authenticity and “presence”.
- Provide you with the foundation for creative and innovative leadership.

4. Mo Fox

Create better outcomes by thinking like an artist

Accomplished mixed media artist with a background in strategy; author, speaker, trainer and coach; Director of The Strategy Studio and the creator of *Studio Thinking*TM, a methodology that uses art practices to achieve business results.

ABOUT THE MASTER CLASS:

Even the bastions of business like McKinsey's and IBM agree that your success in the next decade will be determined by how differently and creatively you think. Which is why you need to think like an artist. Thinking like an artist means you can tap into your own creative intuition, get to the heart of whatever you are doing and then use the resources you already have to create what you want. And above all, it means you can see things differently.

Which is why I'll teach you how to draw. Well. In just 3 hours.

Impossible? Not even remotely. Everyone who can write legibly can draw. The trick is learning to see and then to use the skills you already have to transform the outcomes you're getting into results beyond anything you thought possible. (Now where else in your life and business would that be useful?)

You'll walk away with:

- A professional standard drawing that you have made (and more)
- A new way of seeing
- New distinctions around the work you currently do



- An understanding of how to move yourself - and the people around you - from resistance to resourcefulness
- An appreciation of your own creative potential
- An understanding of how to be much more agile and effective in everything you do – instantly!



5. Gabrielle Dolan and Yamini Naidu *The Power of Story: Influence and Motivation through the ART of Storytelling*

Gabrielle Dolan & Yamini Naidu are co-founders and Directors of One Thousand & One. One Thousand & One is Australia's first organisational storytelling company and helps companies

increase performance through storytelling.

ABOUT THE MASTER CLASS:

Stories and storytelling can inspire, influence, motivate and engage people where logic and bullet points may not. Think of your own experience. Isn't it always the story, the anecdote, the example that you remember long after the event?

Organisational storytelling is storytelling with a business purpose and for business results. Whatever it is you are trying to do in business, whether you are leading people, managing change, influencing the board or building your career, we guarantee that storytelling can help you do it better. Storytelling is the creative solution to your business challenges, yet you don't have to be creative to be a good storyteller!

In this practical, interactive workshop, you will:

- Discover organisational storytelling - a hot emerging business and leadership skill
- Explore the use of storytelling as an influence tool
- Identify applications for storytelling within your business
- Get cut through where facts and data have failed
- Fast track trust and credibility

16 November (2.00 – 5.00pm) including afternoon refreshments

6. Brendan Boyle (USA) *The principles of design thinking*



Partner at IDEO; co-author of *The Klutz Book of Inventions*; has invented & licensed more than 150 consumer products; Associate Professor at Stanford University's d. School; Board Member National Institute for Play.

ABOUT THE MASTER CLASS:

This class will give attendees exposure to the principles of design thinking. The core of IDEO's methodology and its success has been through IDEO's continued focus and development of design thinking. Brendan will conduct an interactive hands-on session illustrating these principles of innovation.

The practice of design thinking employs a combination of needs, problems, insights, opportunities, and rapid prototyping in order to routinely innovate.



7. Dr Amantha Imber

Predicting the unpredictable: How to assess, recruit and develop top creative performers

Creativity and innovation psychologist; PhD in organisational psychology; has consulted on innovation & creativity at leading companies including Coca-Cola, LEGO, Medibank Private, Red Bull, Deloitte, Vodafone and Westpac.

ABOUT THE MASTERCLASS:

Amantha gives her audiences practical, science-based tools that they can use to immediately get their brain unstuck, get creative juices flowing and uncover great ideas that will lead to business growth - all delivered in a way that engages, educates, and is often, downright quirky.

You will leave this presentation with:

- The knowledge of how to revamp your current approach to selecting top creative minds for your organisation
- Key variables that predict a person's ability to think creatively
- How to develop your own creative thinking competency
- How to develop your team's ability to think creatively.



8. Joanna Maxwell

Juicy thinking is whole-brained thinking

Owner of WorkInColour, coach, creative thinker, trainer and writer; Inventor of programs such as *Juicy Thinking*[™] and *The Escape Hatch*[™] (exit strategies for unhappy professionals)

ABOUT THE MASTER CLASS:

Juicy Thinking is whole-brained thinking. It combines logical and creative thinking - and lets you feel the power of putting your whole brain to work. It's about applied creative thinking, the 'rubber hits the road' stuff. This Master Class will give you hands-on experience of the latest techniques, with some twists and tricks you won't see everywhere else. You'll leave inspired and ready to use these new tools, not just to adapt and survive in changing times, but to flourish.

In this very practical and interactive session you'll answer the 'What's in it for me?' question, and you'll discover:

- The 4 foundation habits of juicy, whole-brained thinking and how to implement them
- 5 specific techniques that you can use straight away
- How to sidestep the things that get in the way of creative thinking
- That thinking can be fun as well as productive!

"We had a fantastic time with Joanna during our workshop. She is a great facilitator and got the whole team thinking differently. We really enjoyed the scenarios she threw at us and we all used the tools and skills Joanna taught us immediately with great results." Australian Broadcasting Corporation



9. Rod Matthews

Try thinking creatively for a change

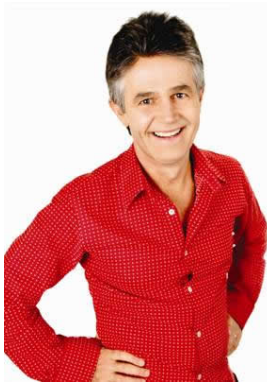
Described as one of Australia's leading trainers and presenters, has previously worked as National Training Manager at Panasonic, Learning and Development Facilitator at Westpac and Learning & Development Consultant Mitchell, Sutton & Gallagher.

ABOUT THE MASTER CLASS:

What you will learn:

In this highly interactive and entertaining Master Class you will learn:

- Why creativity and innovation is urgently needed in your life and in the world
- The principles of practical creativity
- The link between creativity and humour
- 5 tools for creative thinking and increasing your sense of humour
 1. Toying
 2. Accepting the Offer
 3. The rule of 9
 4. The skill of linking
 5. The Disney pattern
- The 'Want to,' 'How to' and 'Chance to' of creativity



10. Charles Kovess

11 practical steps to explode innovation levels in your organisation

Australia's Passion Provocateur; Author: *Passionate People Produce*, and *Passionate Performance*, and co-author of *The 7 Heavenly Virtues of Leadership*

ABOUT THE MASTERCLASS:

Charles Kovess, as Australasia's Passion Provocateur, is an innovative man with an innovative title! This workshop will inspire you to take the often difficult and scary steps in your organisation to increase the likelihood that innovation happens. So many people talk about 'better ways of doing things', but then the 'usual way' culture stifles most progress.

How can you change this depressing scenario? What practical strategies will ensure a viable and sustainable future for you and your organisation?

This workshop will:

- Identify 11 practical steps that are proven to explode innovation levels
- Help you to understand the attitude of the blockers in your organisation to innovation
- How to strategically influence the sceptics and the cynics so they get out of your way
- Inspire you to persist in your vision of increasing innovation because you can see the amazing organisational benefits
- Inspire you to never let go of your passion for innovation, regardless of the opposition
- Share resources that have been shown globally to support the innovation journey
- Discover new ways to understand and interpret your corporate culture to increase innovation levels.

FREE lunchtime workshop (open to all delegates)

17th November 1:25-2:25pm

Donna Hanson

How technology and creativity can grow or blow your business

Donna Hanson is The Technology Translator. She turns computer techno babble into everyday language we can all understand. A regular on Channel 9's *A Current Affair* as their Technology Commentator, Donna has the knack of being able to cut through the jargon and identify what you need to know to get ahead and stay ahead in technology.

ABOUT THE WORKSHOP:

Are your competitors getting the jump on you with technology?

Does technology seem to change faster than you can blink?

Sticking your head in the sand and hoping technology will go away just doesn't cut it.

This session is a **MUST** to bring you up to speed with how technology could be blowing your business, and how to get creative and do something about it! In this presentation, Donna will cover 5 low to **NO COST** ways you can *TURBO charge* your business by using technology creatively.