devote

creative juice

our perspective

One of the challenges facing individuals is not that they don't have the capability to be creative but that they have the mindset that they are not! Devote work with lots of different people from a range of organisations who are often asked to think creatively about their work yet are not given the space, time and stimulus needed to generate new thinking. It's the natural desire to reach a solution or achieve closure that often means people cling to their first idea without test-driving a range of options before committing. It is this rush to reach resolution that suffocates the creative process and limits their ability to achieve new and exciting possibilities.

"Creativity is not just about major project or service breakthroughs. The first person to invent the wheel was a lucky fool, the person who added the other three was a genius." Professor Amin Rajan

In October 2008 the Communications Team within Barclaycard invited Devote to design and deliver a 1-day workshop to enhance and unleash their creativity through some simple yet highly effective techniques. The specific objectives included:

- Unlock people's creative problem solving
- Get people to be more open to different ways of doing things and different perspectives
- Remove the 'it's too difficult' mentality and encourage the team to ask 'what if?'
- Have fun and connect within one another

1 surprise

Devote were given the brief of creating a different environment and experience for the delegates so that they could fully embrace the workshop content and apply the learning from the moment that they arrived at the venue.

The venue, room layout, props and workshop design were specifically chosen to provoke a response and reaction to grab delegates' attention and immediately immerse them into an activity.

2 inspire

During the workshop Devote facilitated a number of interactive team exercises designed to provide the delegates with stimulus that deepen their knowledge of creativity and enabled them to gain a fresh perspective on their own creativity.

These sessions were designed to get delegates to understand the mindset you need to be open to the possibilities that creativity can bring and then helped them to assess their personal readiness.

3 practice

Devote introduced the Team to some practical tools to help them to generate 'different' ideas and demonstrated how to nurture and sustain creativity in the workplace. But real learning often comes through practicing and building confidence through experience. Devote therefore created a number of opportunities in the workshop where delegates were able to practice the skills they had acquired and apply them to real business challenges.

"A new idea is delicate. It can be killed by a sneer or a yawn; it can be stabbed to death by a joke, or worried to death by a frown on the right person's brow." Charles Brower

the results

The workshop generated a huge amount of positive feedback. The team continued to utilise the skills they learned, including providing structured creativity sessions for each other back in the office. Feedback for the workshop included:

"I had a great time and took the brave decision to change my agenda as a result. You will be pleased to know we did NOT come out with a long list of actions. We took time to explore our vision and look at areas we identified to understand what it means for us... and just stuck with generating ideas." Communications Director, Barclaycard

"Thank you for the workshop you delivered. We learnt and unlocked a lot and we even altered our approach to 'day two' based on what you shared. As always it was fun working with you." Communications Manager, Barclaycard