

# The Creativity Challenge

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Challenge  
Communication  
Creativity

Readiness  
Reinvention  
Radical

Experiment  
Environment  
Evolution

Attitude  
Action  
Alternative

Thinking  
Timing  
Telepathy

Initiative  
Infectious  
Innovation

Vision  
Version  
Variation

Energy  
Empathy  
Excitement

## What?

The Creativity Challenge is about encouraging, fostering, promoting and releasing creativity at work, at home, at all times. It's about helping teams to generate ideas, to think differently, to embrace change and to allow themselves permission to challenge the 'way things are around here'.

## How?

We don't *teach* people to be creative, that comes from within. Instead we inspire, encourage, and have fun exploring what being creative looks like, when it works and what environments and behaviours are best to promote creativity.



## Why ?

Problem Solving • Leadership Development • Entrepreneurialism • Culture Change • New teams • Ideas Generation • Motivation • Performance Improvement • Competitive Advantage • People Development • Great Fun • Beats Working!

## When?

Whenever you think you need it! The creativity challenge is a toolkit from which we select the best Interventions that will most suit your needs. It can be for 1 hour or a whole day and we can build towards solving real business issues or we can simply have fun flexing our collective, creativity muscles! If you don't know if you need it or think it sounds good but you are not sure why - we also offer a Creativity Audit in which we will assess your team or indeed your whole company to identify your creative needs

## Where?

For this to work properly it has to be based on a small private island in the Caribbean! - Failing that it can actually be delivered anywhere!



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.....It's a mind pluck!