

Inside the issue

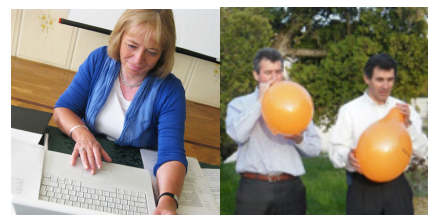
- Creativity and innovation for industry
- Creativity basics
- The training
- The network
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Creativity and innovation for industry

The world changes and it changes ever more rapidly. Organisations that do not keep up with the pace of change are not likely to have a bright future. You can only milk a product or service so long. Therefore, all organisations, public and private, big and small, need to change. They need to come up with new products, services or organisational set-ups in order to remain competitive and successful in the future. They also need to create a climate in their organisations that **breeds and welcomes innovation**. The Leonardo NEXT project applies **creative methodologies** in working

organisations to help them to come up with novelties. The partners in the project support entrepreneurs and company professionals to develop innovations to be applied directly in their work environment. Participants experienced a mix of methodology transfer and learning in practice, by working on creative/business challenges they launched themselves. As a result, the outcomes of the project are immediately applicable to the company's activities.

Do you want to know more?
Contact the nearest partner!



Creativity basics

Creativity leads to new things. Therefore, it is at the root of all types of innovation. The book "Creativity Today" demonstrates that **Creativity can be taught and learnt**. This is the starting point of the Leonardo da Vinci NEXT project. The participants in the NEXT workshops learnt how to tap into their creative minds. Through experiential learning, they gradually realize that there are many ways in which they can go beyond themselves. They learnt a shift in mentality through a whole range of creative techniques. They and their organisations are already benefiting from the structured creative approach NEXT transfers. Do you think creativity is something only brilliant or artistic minds deploy? Something that requires a magic moment of inspiration? And if it does not arrive, well, so be it? Do you think creativity just materializes out of nowhere, without a method? Ask the participants to the NEXT workshops. They know it better.



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The training

Creativity is a process, almost engineer – featured.

This is the first lesson learnt during the Leonardo Next's training for experts. If you accept it, you could become an expert in mastering creativity within organizations.

From January to September 2010, we (companies, service agencies and partners) six days were spent in a wonderful villa near Treviso - Italy in a perfect mix of theory, exercises, role playing and - why not? - jokes. The training roadmap has been the book *Creativity Today*; first, we shared the concept of brain patterns and the way how the brain creates and develops them. This was the first breaking spot that led participants to be aware of the genuine opportunities offered by creativity to modern organizations.

The second clue of a new positive experience was the "traditional" assignment of a complex homework. In-between the meetings each participant studied the book and performed the exercises. The method was very useful to **involve and train colleagues in each organization at local level**.

The three phases of the creative process (starting – diverging – converging) were studied with examples applied to the business challenges each participant has chosen.

The final step was the exam; a real exam!

Each participant was the leader of a creative session, involving other colleagues and new participants as recipients. At the end, the award commission prepared an individual debrief and evaluation session.

The training gave finally birth to **16 new experts in mastering creativity**: We, the new masters, are aware we are now at the beginning of a new challenging professional and productive experience!



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The network

Creativity is an input and an outcome of innovation processes. It means it needs the contribution and the cooperation among people and organisations.

NEXT creates and supports a **flexible and open network of experts, supporter and intermediate entities.**

The new Masters of Creativity start the “Waterfall effect” described by A. Weid: it all begins with a single drop. Followed by another ... and another. Soon all these drops team up and become stream. These streams ban together and soon you have a flowing river. Fast paced. Strong and churning. Its movement **feels fresh and wild.**

Reaching the edge of a cliff, without hesitation, these single drops leap. Knowing what they accomplished, ready for more.

Companies, service agencies, universities, associations join the network through our online Creativity blog, will you be the NEXT one to join?



