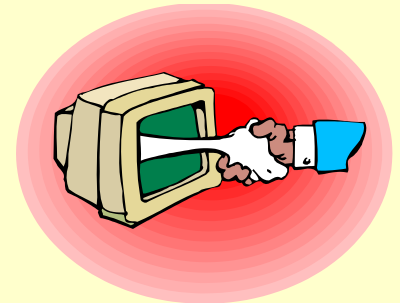
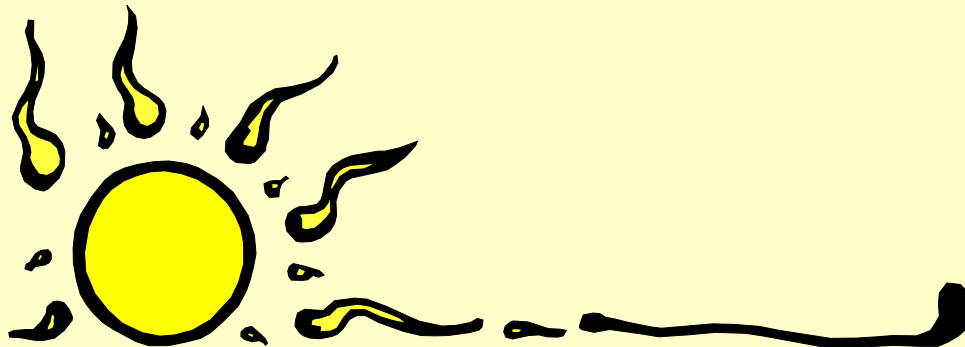


Royal Cambridge Business School

Our project

From concept to reality:

comprehensive online English course



Using the creative skills process

1. **Creative perception:** 'an opportunity can only exist if we can see it'.
2. **Postponing judgement:** 'creativity doesn't come from knowledge, judgement does' (Willem Stortelder)
3. **Flexible association:** brainstorming ideas with the staff
4. **Diverging and developing imagination:** looking at the project from different perspectives
5. **Converging phase and 'syntegration':** a new horizon



1. Creative perception: Imagination and Courage

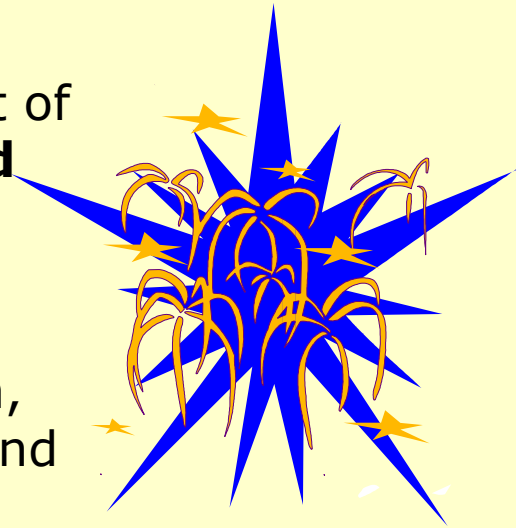
'Imagination is more important than knowledge'

~ Albert Einstein

○ Of course, not always this can be true but very often a sprinkle of imagination and a lot of courage can bring you the most **unexpected results**.

○ One project at a time, we began to realize that **new ideas** were **creating enthusiasm**, and excitement in our approach to training and involving people.

This is where everything begins ...



2. Postponing judgements

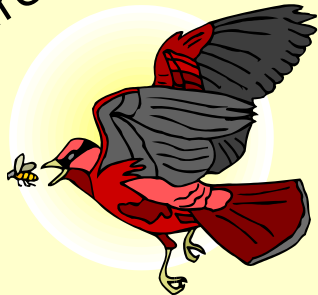
Killing 'killing ideas'

That's too big a change



We don't have time

We are too small for that

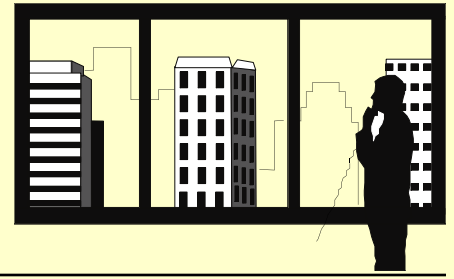


Yes, but it already exists

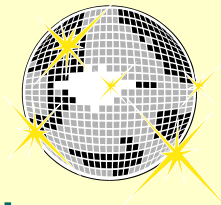
It's not possible



3. Flexible association: our source of inspiration



- Our source of inspiration was taken from **real-life cases** and we were excited about using this precious tool to experiment and try to reach innovation.
- This innovative way of learning the English language has been done before but **our videos** will be **different**.
Why? Because the **trainees and the trainers are the actors**.



4. Our creative process: diverging phase and developing imagination

- **'If we don't get lost we will never find a new route.'**
The staff was asked to share ideas with no limitations.
- **'... Ideas never come alone.'**
In fact, we have started introducing different ideas and innovative alternatives in some of our work.

5. Our creative process: converging phase and synte-gration

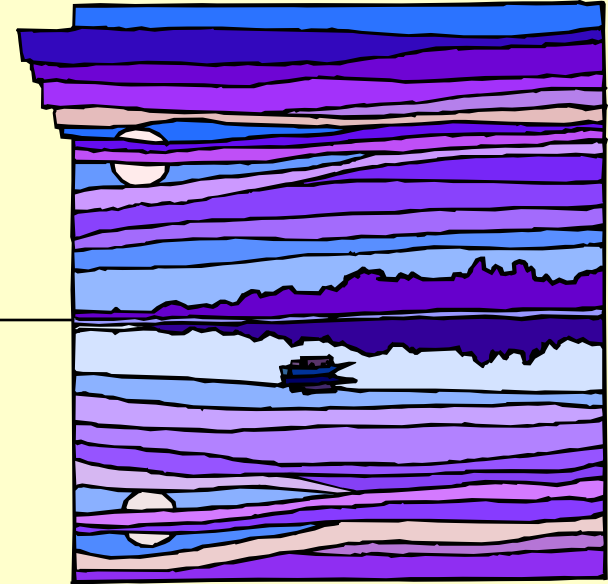


Selecting the ideas with most potential and defining teachers' roles:

- **Structuring the course**
- **Videos of real lessons**
- **Interactive lessons and dialogues**
- **Possibility for students to upload audio files for us to check**
- **Creating new types of exercises**

A new horizon

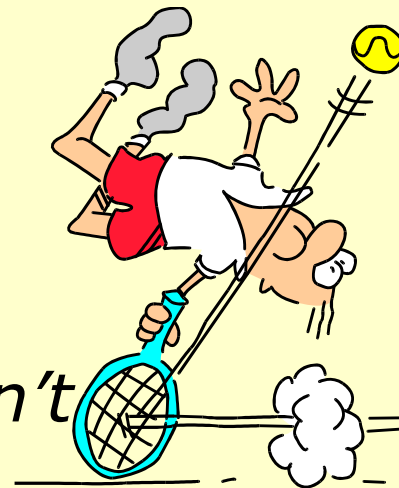
- We learnt how to be creative
 - ↳ **Use of new techniques for teaching**
- Creativity has become an essential part of our business
 - ↳ **It will expand our portfolio of products**
- If we don't have time for creativity we don't have time for our business
 - ↳ **To compete with other schools we have to offer modern and original learning materials**



Nearling

... yes, we've had to deal also with *nearling* but as our New Shoes Today coaches have taught us, **Failure** and **Success** go hand in hand. Never one without the other.

Thomas A. Edison once said : I haven't failed , I've found 10,000 ways that don't work.



Work in progress

1. New Video learning

- **Preparing a selection of functions and comedy situations.**
- **Scripts**
- **Locations and scenarios**
- **Soundtracks**
- **Actors**
- **Technical support**



- ## 2. One of our most recent and successful training activity is the company visit and guided tour of the premises.

Who benefits?



The trainees, the company staff, the management and the trainers.



Rewarding for all.

... in conclusion

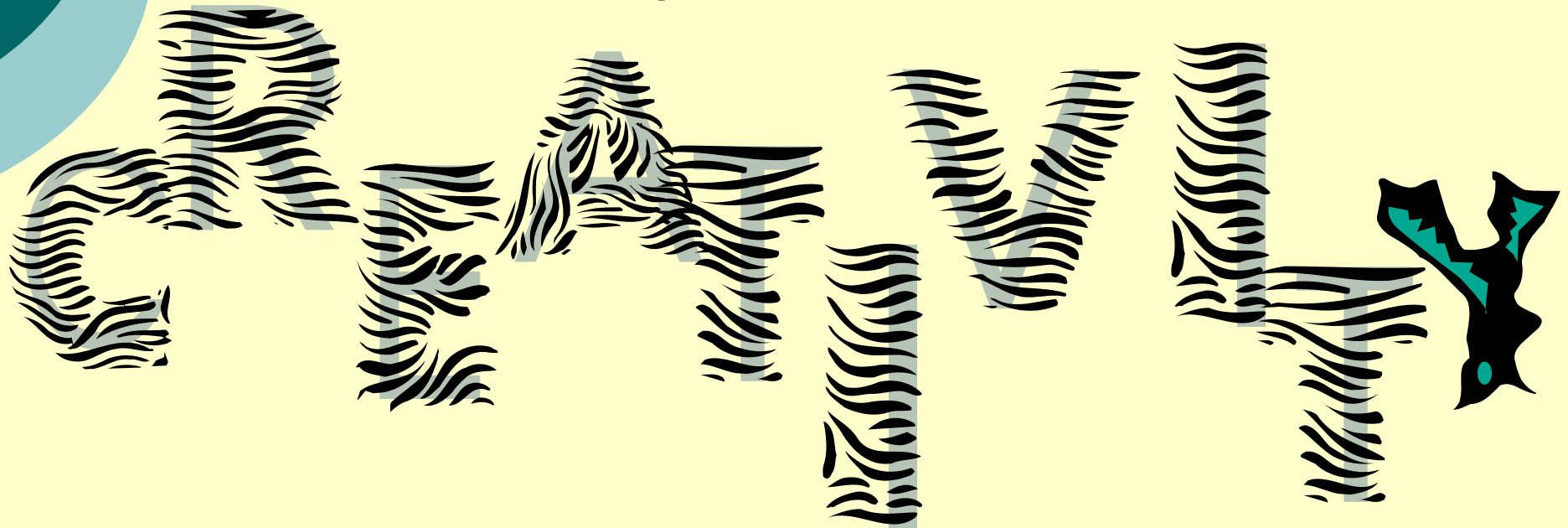
All teachers are:

- **Excited at the idea of putting their creativity into practice**
- **Happy to work as a team and share ideas**
- **Keen to broaden their minds and create new teaching methodologies**



Royal Cambridge Business School

Thank you to the
Creativity and Innovation Team



Elena Cerutti - General Manager

Happy



Nicole Dalbec - Business English Trainer