

# fecund training

## and personal development

### THE ACT OF CREATION

*Want to know the secret to having great ideas? Unlock your imagination with our unique arsenal of exercises and techniques to release your creative potential.*

#### Who is it for?

Anyone who wants to unleash their own creativity, or who manages or facilitates a creative team. This course will be invaluable to anyone who has to think creatively, laterally, problem solve or create as part of their work.

#### What is it about?

This unique course distills 15 years of fecund's award winning creativity into a range of easy to implement skills that liberate your creativity, engender innovation and help you solve problems in new, unexpected ways.

*"fecund's work ...is overflowing with creative ideas...exhilarating, highly theatrical, stunningly insightful...it uses all the facets of the medium to speak with breathtaking imagination."*

What's On London

#### Course overview

- STOP TALKING – START DOING! – how to take the step from creative discussion to creative action – if you don't start making it, it doesn't exist!
- BUILD A CREATIVE ENVIRONMENT– what makes a space creative? Turn your office into an environment that allows the imagination to flourish
- HOW TO GENERATE ENDLESS IDEAS – Why settle for one idea when you can have hundreds? If your only job is to have ideas, your only question is when to stop
- PLAY DON'T TALK – it's pointless to tell someone to 'be creative' – learn how games can short-circuit creative blocks and lead to surprising solutions
- DON'T BE AFRAID OF SILLY IDEAS – how to avoid judging what you create and embrace the unexpected paths
- THE SCALE OF 1 – 10 – how to explore the full potential of each idea
- STRUCTURING YOUR CREATIVE SESSION- learn how to keep a session vital and how to re-invigorate it if it flags – understand when you need to stop or change direction
- ALLOW EVERYONE TO CONTRIBUTE - how to manage group input & embrace everyone's offers whilst keeping them on message
- CREATE A CULTURE OF FEARLESSNESS – set yourself or your team creatively free and release them from the crushing fear of getting it wrong
- MAKE YOUR IDEAS CONCRETE- structuring your creativity and translating great ideas into great realities

#### What do I get out of it?

- Be more creative in your daily life, overcome creative blocks and free your imagination to be more productive and inspired
- The ability to confidently create conducive environments and lead effective and productive sessions for a creative team
- Practical skills enabling you to generate more ideas, more quickly, more originally and more successfully

### Want to book or find out more?

To book a session, for more information about any of our courses, or to come to one of our free **monthly Taster Sessions** call **020 7575 3164** or email [ian@fecund.co.uk](mailto:ian@fecund.co.uk)  
Details of all our courses are available at [www.fecund.co.uk](http://www.fecund.co.uk)

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