

fecund training

and personal development

CREATIVITY 2 'THE ART OF CREATION'

Transform your ideas into exceptional and surprising creative products by applying fecund's laws of creative selection to every thing you make.

Who is it for?

An advanced course for creative people who write, design or build either material, speeches or pitches, and those who run creative teams. For people who want to explore top level creative techniques & expertise, and anyone who has been on 'The Act of Creation' and wants to develop their creativity to the next level.

What is it about?

This course is a 'how to' guide in advanced creativity. It reveals the secret of 'Fecundity' – a distillation of fecund's 15 years of award winning creative excellence. It provides a step by step programme for making successful and exciting products and unleashing cutting edge creativity on all your business problems.

Course outline

- THE CREATIVE STATE – explore this powerful mindset and unlock your creative potential
- FECUND'S LAWS OF CREATIVE SELECTION – a unique creative system for taking an idea all the way from conception to it's successful completion, including:
 - LEARN NOT TO BE AFRAID TO WAIT FOR IDEAS
 - STOP YOUR THOUGHTS SABOTAGING YOUR CREATIVITY
 - HOW TO RELEASE THE BIG IDEA
 - LEARNING TO TRUST YOUR INSTINCTS
 - THE POWER OF THINKING WITHOUT THINKING
 - SHARE YOUR IDEAS AND GET MORE IN RETURN
 - DON'T BE AFRAID OF JUDGEMENT
 - SEEING 360 AROUND A PROBLEM
 - TRAINING YOURSELF TO THINK FEARLESSLY
- THE POWER OF CREATIVE TEAMWORK – how to inspire, direct and harness the potential of your creative team

What do I get out of it?

- The skills to drive an initial idea to a robust, exciting and successful conclusion
- The knowledge to quality control your ideas without curtailing your creativity
- Be able to lead your creative team with focus and confidence, engendering a creative atmosphere in which they can excel

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
Details of all our courses are available at www.fecund.co.uk

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