

Simon Middleton Company presents...

The Creative-Thinking Laboratory™

A uniquely stimulating and practical half-day workshop:

- an ideal component for a multi-faceted staff or client conference
- a fantastic stimulus and learning activity for a team training session or executive away-day
- the perfect kick-off to an ongoing programme of business development or product innovation
- a self-contained staff or leadership development activity
- the ideal antidote to conventional 'training' days
- effective with groups from 5 to 500

Written and presented by Simon Middleton, an expert creative-thinking practitioner and exciting presenter, *The Creative-Thinking Laboratory™* is highly participative, memorable and valuable.

Exciting, content-rich and productive, this workshop will:

- inspire, motivate and unite your team
- promote and enable creative-thinking in every department
- help solve even seemingly intractable problems
- give you the tools to innovate effectively
- teach you how to generate ideas, and implement them

"Simon has a great knack of asking the right questions and for getting to the essence: persevering to cut out all the woolly thinking, until you are left with the great aha moment..."

Fiona Reid Wilson, Development Manager,
Norwich Union Insurance, Customer Experience



How does *The Creative-Thinking Laboratory*™ work?

The Creative-Thinking Laboratory™ is packed with easy-to-learn, powerful and practical techniques and examples, offering terrific learning potential for participants of any discipline, or job title.

The approach is highly interactive, and all participants are engaged in a range of different activities right from the off: ensuring that the creative-thinking and innovation techniques taught are firmly embedded.

The workshop appeals to all participants, taking into account different learning and thinking preferences by including analytical (left-brain) and intuitive (right-brain) approaches.

Very informal, and always a great deal of fun, *The Creative-Thinking Laboratory*™ is also a very 'safe' event for all participants. Great care is taken to involve all personalities in a group, without putting any individuals 'under the spotlight' against their will.

Feedback shows that even reluctant learners find *The Creative-Thinking Laboratory*™ to be engaging and fulfilling.

The workshop is designed to run for between 2 and 4 hours, and can be adjusted to suit the needs of your organisation or event. It can fit neatly into a morning or afternoon, or can become the key activity of an away-day. Alternatively *The Creative-Thinking Laboratory*™ can run as an evening activity to form part of a residential staff development programme.

Attractive and informative workshop 'handouts' are provided, covering all key learning points, so there is no need for participants to take notes during the workshop itself.

"I have had only positive feedback regarding your session. I do hope we will have the opportunity to work together again, I would not hesitate to recommend you."

David Taylor, Partner,
Lovells LLP, Paris.

What are the benefits?

People who feel that their ideas are valued become more productive, more motivated, more energised and indeed more valuable. *The Creative-Thinking Laboratory*™ demonstrates how everyone in a team can generate powerful ideas and solve challenging problems. Your whole team will soon be thinking more creatively, innovating, problem-solving, and working together.

Tackle real problems in real time

An important and unique element of *The Creative-Thinking Laboratory*™ is the opportunity for you and your team to bring real, current challenges and problems to the workshop: taking the techniques taught and applying them straightaway in the second-half of the workshop.

This element gives tremendous added value: it's more than a training course, it's a real-world problem-solving and innovation session!

Who should attend?

Anyone in your organisation whose job involves thinking as well as doing – and in today's marketplace that means everyone, no matter how senior or junior, and whatever their discipline.

It is strongly recommended that team leaders and managers attend along with their team members. All delegates are treated as equal participants in the workshop, regardless of job seniority.





What does the *The Creative-Thinking Laboratory*™ cost?

The *The Creative-Thinking Laboratory*™ costs between £3,000 and £5,000 (+VAT), depending on numbers of delegates. Please call to discuss your requirements.

The price includes a comprehensive work-pack as a permanent reference to the techniques and approaches learnt.

There are substantial savings if you book more than one workshop, or if you qualify as a charity or not-for-profit organisation. Please ask for details.

“Thank you again for an inspiring and creative day. Two departments have already used the techniques to work with their staff and with our Youth Theatre. We have also been working further on the proposals coming out of the working groups! So, a great success thanks to you and your approach to creativity.”

Karin Gartzke, Chief Executive, The Richmond Theatre

“I can recommend Simon’s workshops without reservation. The content is stimulating, thought-provoking and exciting which, combined with Simon’s enthusiasm, professionalism and engaging style, makes it a real winner, adding real value to our organisation. We’re hooked.”

Nicola Stout, People Director,
McCann Erickson Communications House

“Thank you so very much for last Thursday which I believe worked so wonderfully well. I have had numerous governors email me already with their thanks and their very positive comments about the day. Overall they felt engaged, interested, well looked after and that their contribution was being well recognised. Everyone also liked the World Cafe format and loved the video.”

Christine Birchall, Corporate Communications Manager,
Norfolk County Council.

Two quick ways to book

By phone on +44 (0)1603 305800

By email to enquiries@simonmiddleton.com

Please call or email with your particular requirements.

Why choose *Simon Middleton Company*?

Simon Middleton specialises in helping organisations dramatically change and innovate to win market-share in volatile marketplaces. He has worked with organisations large and small, in the commercial, public and charity sectors. Client list and references available on request.

An exceptional creative thinker with a refreshingly practical approach, Simon has a reputation for running workshops that are exciting, inspiring, memorable and effective.

“Thank you for your compelling and thought-provoking session; it was everything I hoped for and more. I am pleased to say that we are already applying the morphology technique.”

Chris Davies, Marketing Director,
Arval.

“Well, what can I say! – an excellent seminar last night. I’ve come into work to find a full in-box re last night and before I read any, I want to say how much I enjoyed your presentation. You had eloquence in your delivery and there was real business relevance in what you said. You’re a great story teller and so well read that all your references and asides really engaged everyone. I loved the fact (note use of the word love) that you didn’t use PowerPoint. Your energetic use of multi flip charts and pens was great entertainment – impressive that you knew what was on each page - a real conjuring act!”

Lucy Marks, Manager,
Norfolk Network.

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Payment

Clients are invoiced at time of booking and payment is required in order to confirm the booking. Payment is accepted by cheque or bank transfer.

Crossed cheques, payable to *Simon Middleton Company Ltd*, should be sent to: Simon Middleton Company Ltd,
8 Cotman Road, Norwich, NR1 4AF.

To make a bank transfer please phone for details.

“Many thanks for the Morphological Analysis seminar - we’ve used the technique twice already to significant effect, the first of these may well have saved us £1m of cash flow next year!”

Nick Burroughs, Financial Controller,
HFL Ltd.

To see some other ways in which Simon Middleton Company might be able to help your organisation, please visit www.simonmiddleton.com

