



The Creative Zen



Unlocking the mind vault! And How!

A comprehensive two-day experiential workshop on the what, how and why of creativity, innovation, problem solving and decision making

OUTCOMES

by the end of the workshop you would be able to



Develop a playbook through a working understanding of tools, techniques and templates for right brain thinking



Build a mindset of design thinking - anticipating and acting on unstated needs - that combines viability, desirability and feasibility



Learn to use six thinking hats as an organic and individual agnostic frame-work to make more informed, holistic and well rounded decisions



Use morphological analysis to generate permutations and combinations across parameters to solve problems with different complexities



Become aware of obstacles and bottlenecks to internalising creativity and ways to unleash the latent energy



Understand the relationship between humour and creativity and ways to develop the former to become better at the latter.



Learn about the differences between creativity and innovation and their varying places and roles in the ecosystem



Learn to use thumb rules such as pareto analysis and SCAMPER to get a handle on complex problems



Acquire an understanding of incremental innovation as a way of life even as you gun for radical leaps from a business standpoint



Gain insight into frames of reference to be able to apply multi dimensional thinking seamlessly to an existing or a new problem

What ?

A two-day experiential workshop on the what, how & why of creativity, innovation, problem solving and decision making. Each of the aforementioned elements of right brain thinking is a significant skill that determines meaning, utility and success in everything that we do - at the work place & beyond. The program is designed to give a robust & operational grounding to improve the efficiency, efficacy & effectiveness of both concepts and execution.

Why ?

Because the importance of these skills cannot be overstated. Whether it is improving the quality of the decisions we make or learning to solve complex problems or simply having fun with creativity or innovating with a specific end in mind, the skills in question are essential arrows in the quiver of the modern day professional.

How ?

The pedagogy adopted is a proven and powerful mix of concepts, experiential learning and real time skill building. The internet is littered with an endless stream of 'secrets' & 'tips' on how to be more creative. Well, the secret is that there is no secret. What works phenomenally well for one person simply doesn't cut it for someone else. The idea of a workshop is to harness the wisdom of the here and the now, of the present and distil meaningful action.

Who ?

Individual contributors. Managers. Entrepreneurs. Professionals. Anyone desirous of building a robust right brain skill-set in general. Folks looking for an eclectic mix of fun, intelligence and action.

When & Where ?

Bangalore. Chennai. Delhi. Hyderabad. Mumbai.

Investment ?

Early bird pricing of Rs.12,999; Standard pricing of Rs.14,999. Includes a knowledge toolkit and a one-on-one session post the workshop. Exclusive of Taxes.

Note: We follow a full on-the-spot refund policy in the event of the individual being dissatisfied with the workshop.

RSVP/ How can I register ?

Registration is easy and simple : You can call us at 91 - 98846-46392, or write to us at hr@thegamechangers.co.in or visit our website : www.thegamechangers.co.in



Session outline

Day 1

- **Context Setting**
- **Understanding the brain and the process of habit formation**
- **Creativity begins with asking the right questions:**
 - Understanding VUCA environment
 - Context sensitivity paramount
 - Innovation cannot be an indulgence
 - Challenges and barriers

Six Thinking Hats:

- White Hat
- Red Hat
- Yellow Hat
- White Hat
- Green Hat
- Blue Hat

Freeze Tag

Morphological Analysis

Day 2

Frames of Reference

Pareto Analysis

SCAMPER

- Substitute
- Combine
- Adapt
- Maximize; Minimize
- Put to other use
- Eliminate
- Re-arrange

Humor and Creativity

Design Thinking

- Empathize
- Ideate
- Design
- Prototype
- Test

Action Planning

- Identify three clear competencies to be worked upon
- Make a specific and measurable list of 'to-do' things with deadlines
- Do a round of feed forward with the other participants of the workshop.

I have attended a lot of workshops on different skill sets, but this has to be the most rewarding experience ever on all counts - facilitation, quality of learning, depth of discussion down to the practical and implementable nature of the concepts covered.

– **Rashmi Gautam (Pearson Education)**

A workshop with Yogesh is simply a collection of 'truths'. It is a wonder how he combines and balances stuff so flawlessly. Introspective without being overbearing, the workshop worked for me at both an awareness and application level. I came out a more aware person.

– **Arvind Kumar (Kotak Mahindra Bank)**

First thing I noticed about Yogesh is that he is sensitive to audience expectations, apprehensions and needs to a fault. He consciously and effortlessly creates an environment that brings us out the best in us and affords an opportunity to learn, unlearn and relearn.

– **Banerjee (Oberoi Hotels)**

About the facilitator:

Yogesh Parmar is the founder of GameChangers - India's first fully integrated and diversified learning and development services enterprise - and a renowned & celebrated speaker, consultant & coach. Recently nominated to the prestigious and select list of 100 Emerging Leaders in Asia by World Consulting & Research Corporation (WCRC), he is a certified master trainer and has helped ignite and sustain significant performance excellence for 15000+ people in Fortune 100 & 500 organisations like Accenture, Hewlett-Packard, Wipro, Pearson, Airtel, United Health Group, Interglobe & Alcatel-Lucent.



Uniquely skilled with a non-condescending, animated and inclusive style, his workshops synthesize subject matter expertise with the eclecticism of behavioral sciences, liberal arts & the ground realities of the day. With an almost surreal ability to cull uncommon insights and 'connect' the dots, he is a perennial people lover who disarms and engages with his audience - spanning different geographies, sensibilities and worldviews - with iceberg knowledge and self deprecation.

About us:

GameChangers is a pioneering people development enterprise offering end to end learning & development services that ignite & improve the efficiency, efficacy and effectiveness of individual and organisational performance significantly with a tangible, measureable and context specific framework.

Our value proposition is building people capability and eco-systems that enable sustained excellence. Our suite of services - constituting performance consulting, L&D process outsourcing, behavioral, life and soft skills boot camps, entrepreneurship labs, performance arts based experiential programs - help a global clientele that includes Fortune 500 corporate houses, budding SMEs, international consulates, eminent universities and prominent schools

gamechangers

73, Arihant Ocean Towers
77, Wallajah Road, Triplicane, Chennai - 600 005.
Phone: 9884646392 Email: hr@thegamechangers.co.in

www.thegamechangers.co.in