

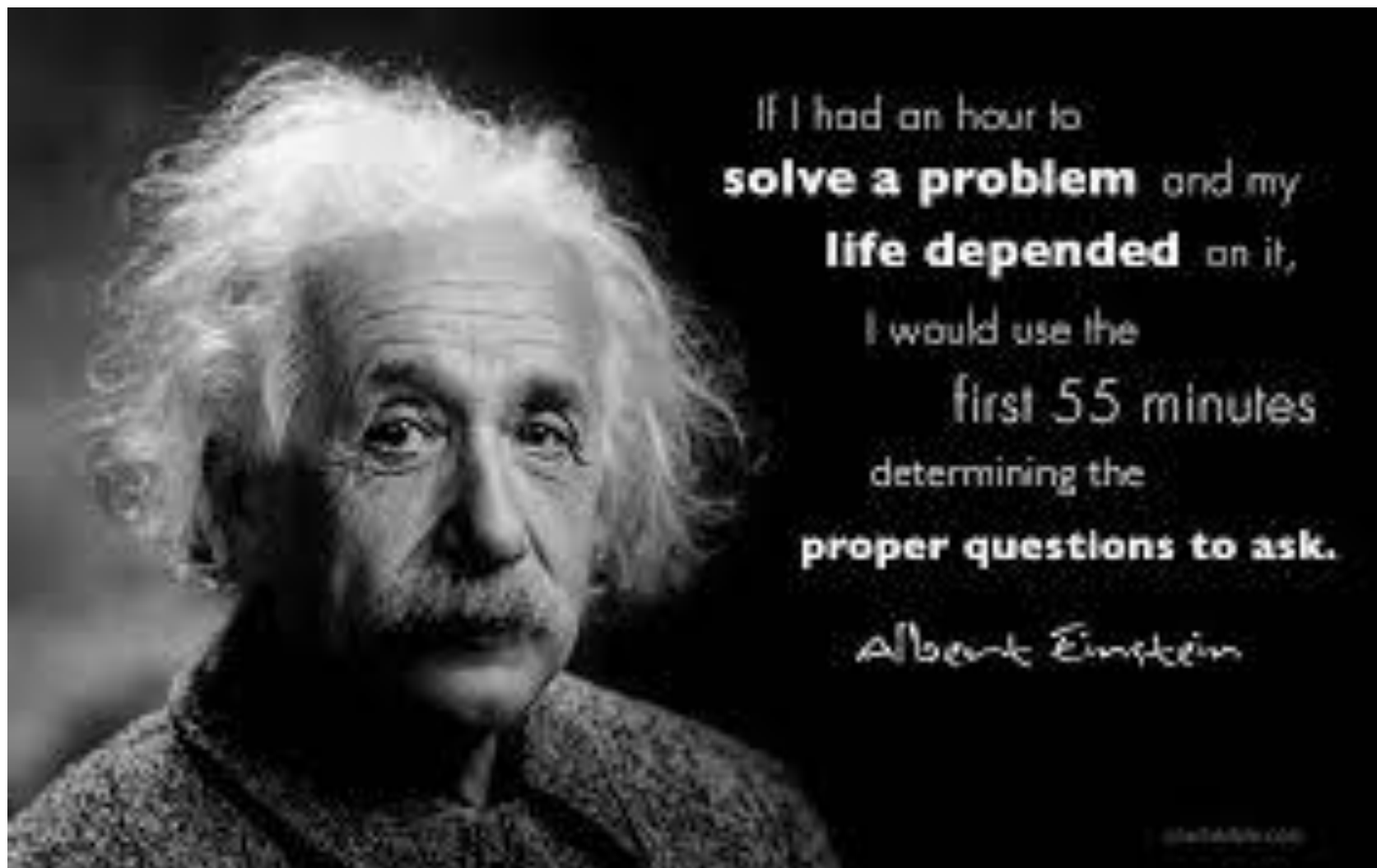
Anyone Can Be Creative

If they can just remove these barriers

- ENCRIPSION
- ISPONTIO
- TARTPEN



Cathy Shimmin, Senior Training Consultant, Directory of Social Change



dsc

directory of social change

What are we talking about?

Say hello to someone next to you and have a brief conversation about ...

What kinds of problems are we looking at solving?

What gets in the way?

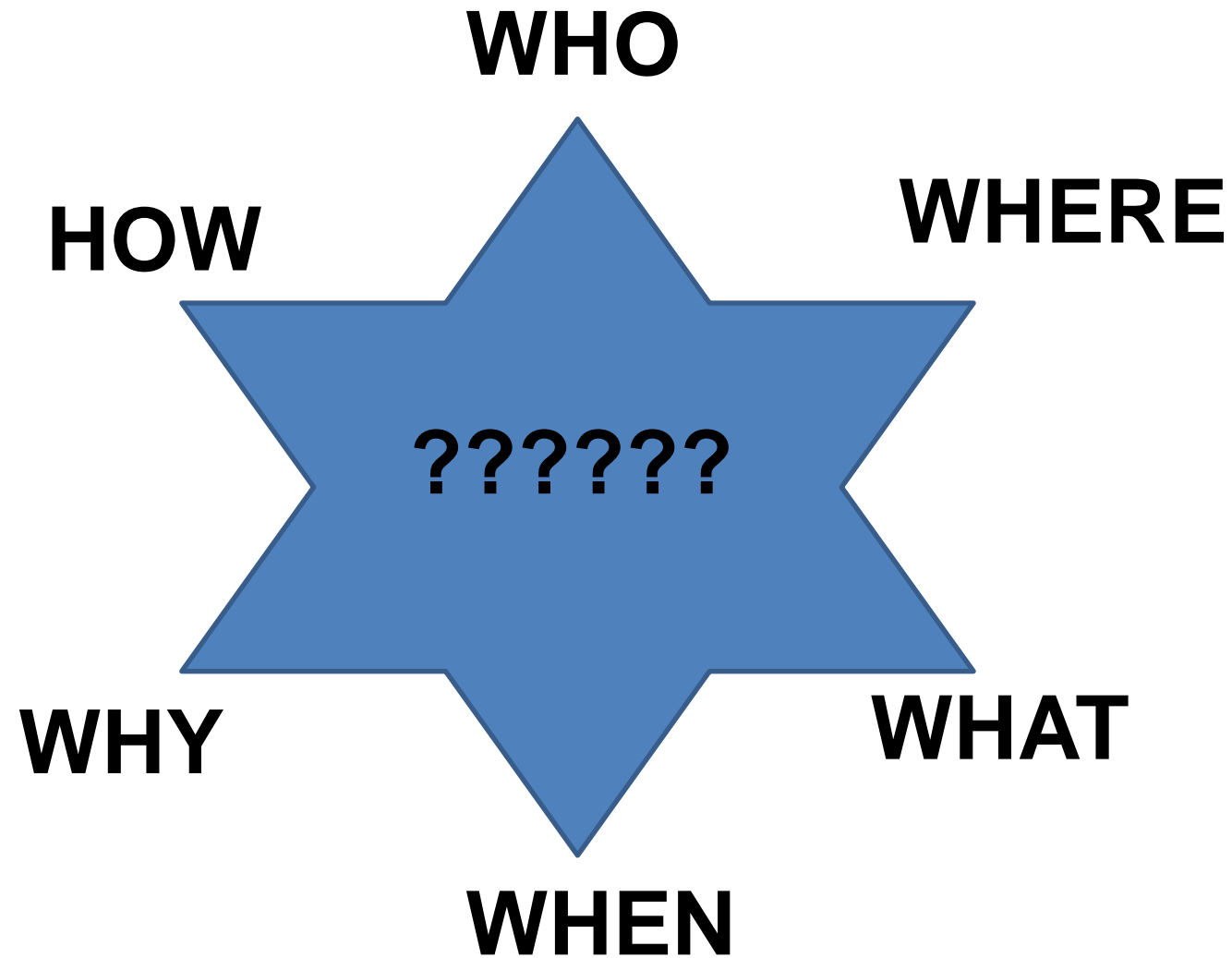
A few minutes only – capture the points not the story



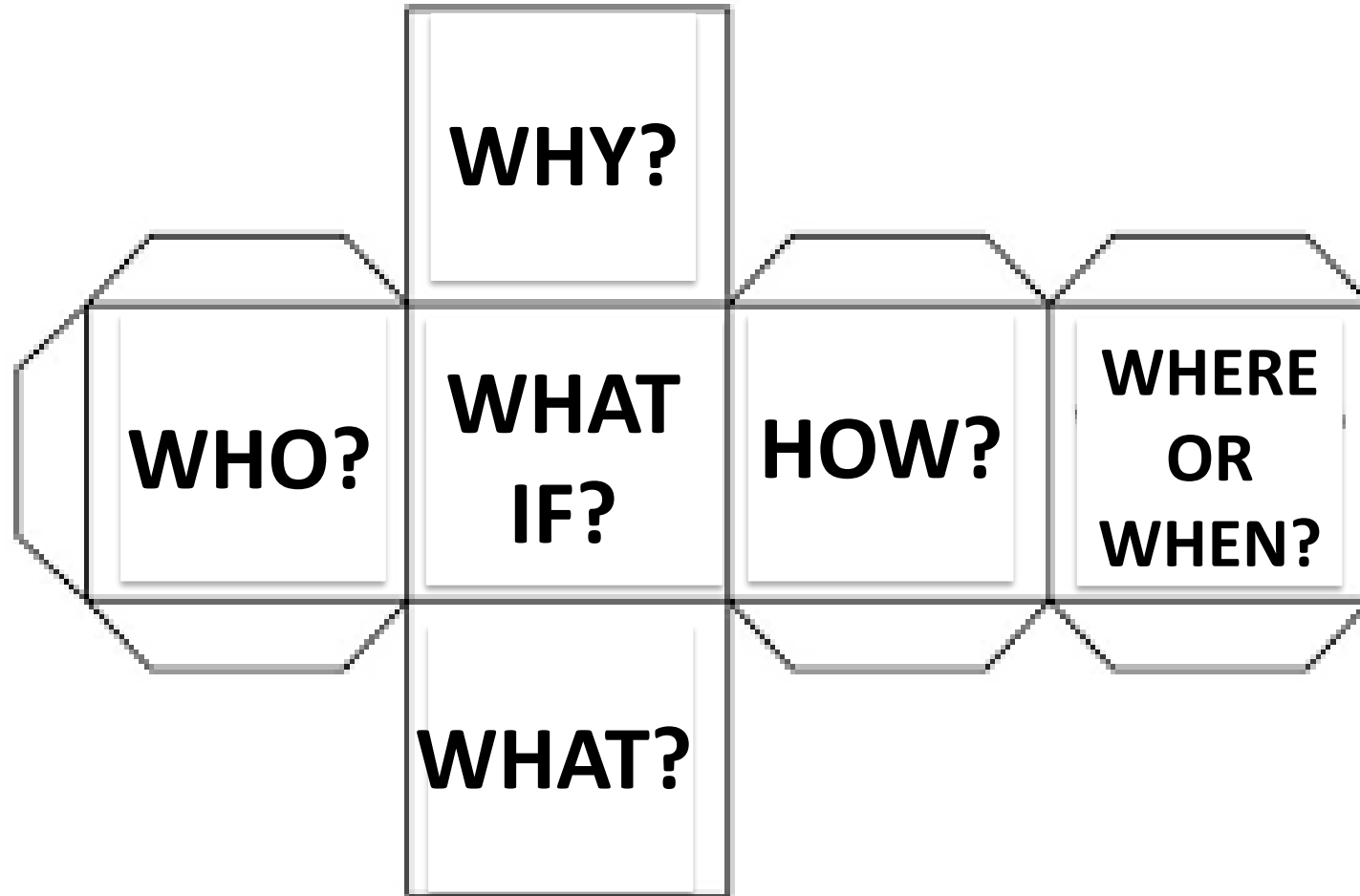
A 6 Step Approach to Problem Solving

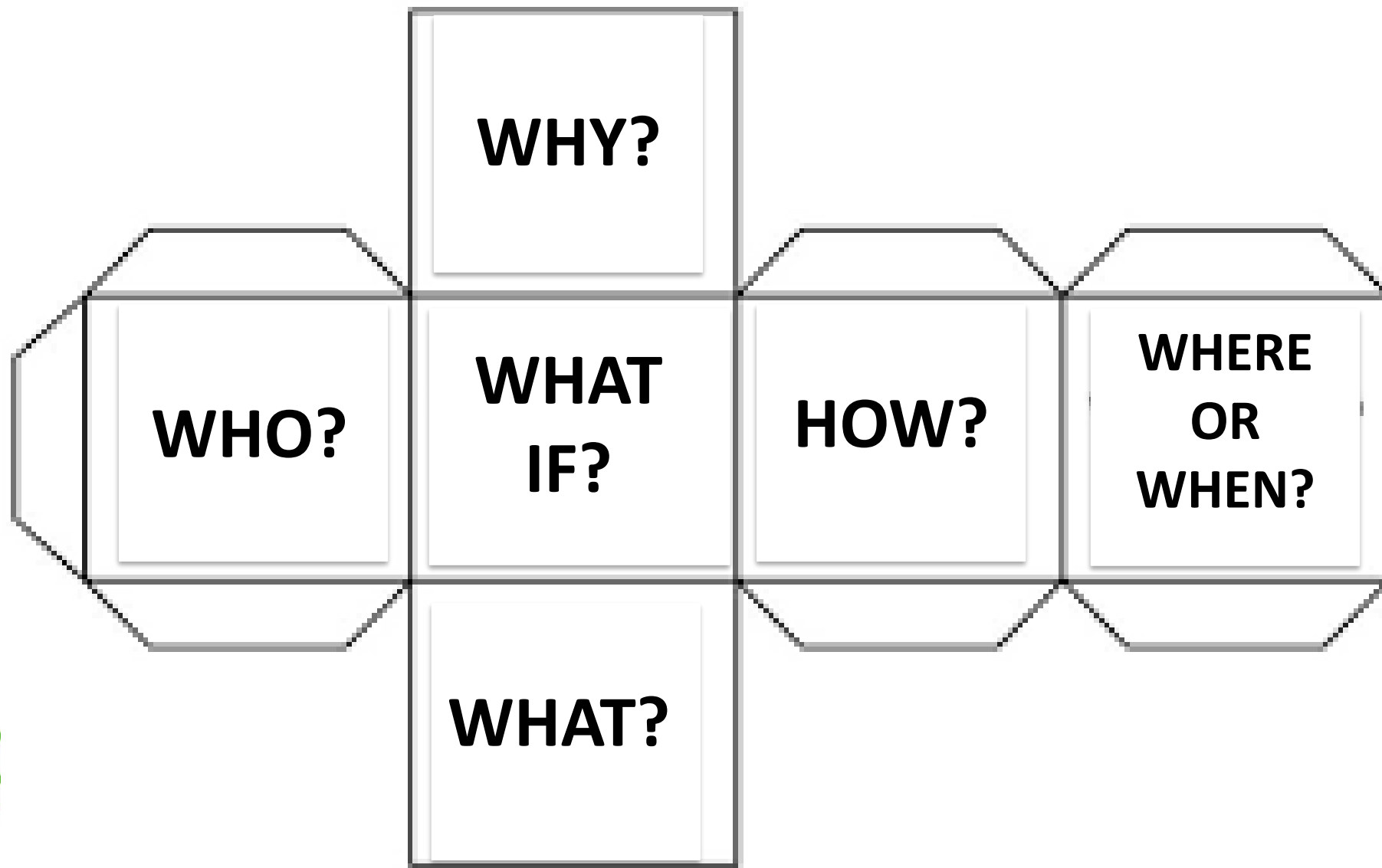
1. **Define** – the real problem
2. Information gathering
3. **Creative** brainstorming for solutions
4. Identify pro's and con's of solutions
5. **Decide** your final solutions
6. **Explain** to stakeholders

Starbursting



Starbursting Questions “toy”





Reversal of Fortune



How could you make the
problem even worse?

Reversal of Fortune

“Genius means little more than the faculty of perceiving in an unhabitual way.” William James

- List what you could do to worsen the problem
- Spot the ones you’re already doing and finds ways to stop doing them
- Spot the ones that give you insight into doing new/different things

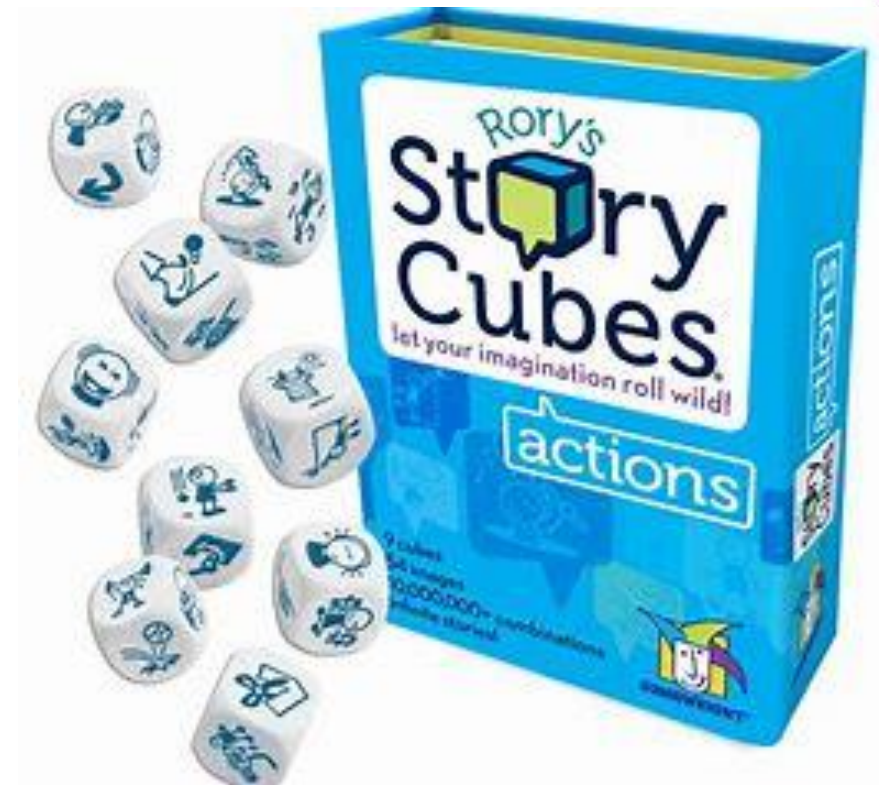
A Technique for Action - Immediate Mentors

- 3-4 mentors
- Imagine them in the room
- Take one at a time - Ask 'What advice can they give you?'
- Repeat above process for each mentor
- Ask 'What would you now do as a result of this advice?'



A Technique for Unlocking – Random Association

- Use Story/Picture Dice
- Throw randomly on table
- Pick up one at a time and ask “Does this suggest anything about my problem?”
- Write down insights and ideas as they come to you
- Review against the real world possibilities



Get Creative – there are loads of tools out there

“You can’t use up creativity.
The more you use, the
more you have.”

Maya Angelou

1928-2014

Author, poet & Civil Rights Activist



Next Steps

Publications CREATE! Mark Butcher, DSC Bookshop

DSC Training 11 December 2019, 11 March 2020

DSC In House Training Service - Get the whole team creative

DSC Coaching – Use coaching to unlock your creativity

Contact Cathy Shimmin at cshimmin@dsc.org.uk



Thank you for your contribution to the workshop and
for attending DSC Management Conference 2019

We e-mail Evaluation Forms and welcome your feedback

Slides and Support Materials will be made available electronically

**Any further questions, support needs, training or coaching needs,
please call or e-mail me:**

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