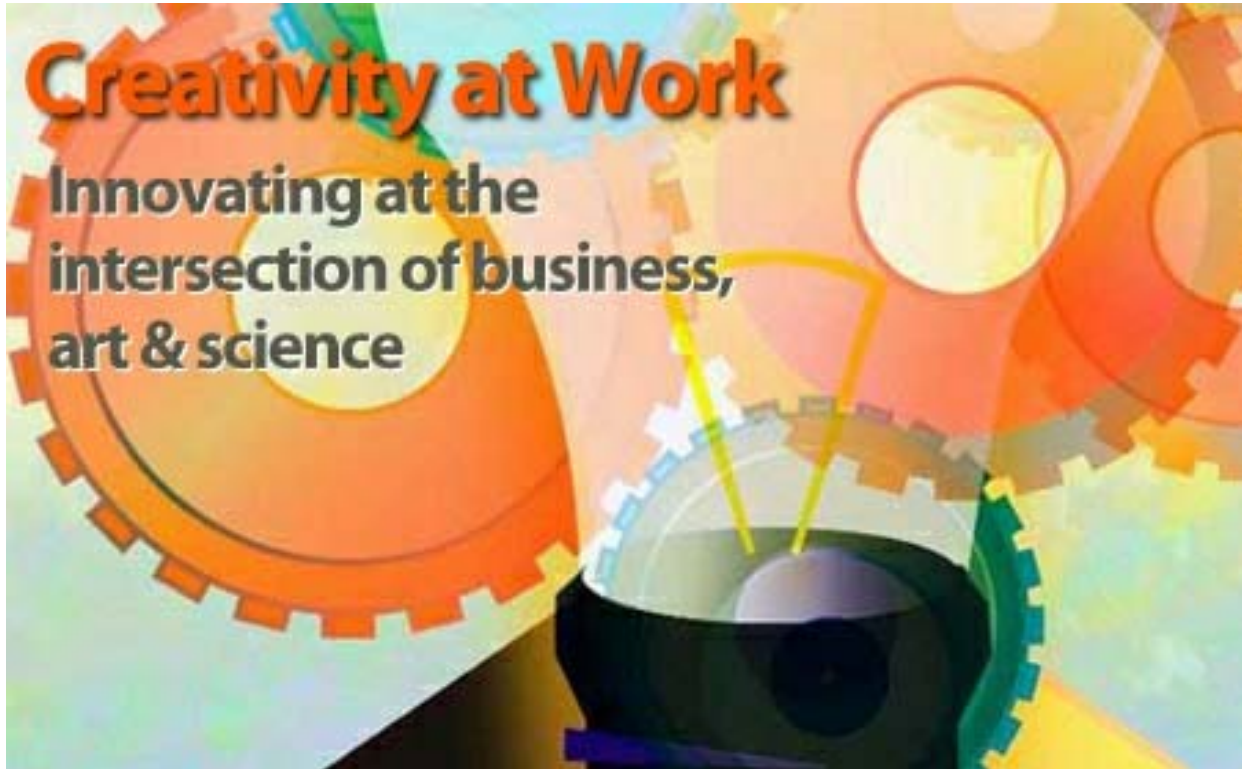


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9-10 August 2012**REGISTER**
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August 9-10, 2012

9AM-5PM • Ascott Makati

Fee: USD 500.00 / person plus 12% VAT (Group Discount of 5% for 3 or more delegates)**Notes:**

- If paying in Peso, current exchange rate applies
- For three (3) or more participants, 5% discount applies

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Creativity at Work: The Art of Leadership Training and Workshop

**Synopsis:**

How do you transform the ordinary into the extraordinary? Being a leader in the 21st century requires a new set of skills to cope with rapid change, global competition and complex challenges. Relying solely on logic, analysis and problem-solving skills is insufficient if the goal is to compete globally based on value rather than price. Some of the greatest difficulties leaders face today revolve around the need to instill passion, mobilize teams toward achieving a common vision, and motivating change in employees. An artful leader must know how to lead people creatively. Organizations led by creative leaders have a higher success rate in innovation, employee engagement, change and renewal.

This workshop explores what it means to be an artful leader, using an exciting blend of leading edge thinking and experiential learning using painting, theatre improv, and storytelling. Learn how to develop the mindset, creativity and culture required to gain a competitive advantage and improve business performance. Create a workplace environment where creativity and sustained innovation flourish.

Who must attend:

- C-level executives
- General Managers
- Presidents & Vice Presidents
- Managing & Executive Directors
- Directors, Managers & Team Leaders
- Human Resources Professionals

Course outline:

- Explorations in Theory U: a framework for leading from the future as it emerges
- Artful leadership applied to creativity, innovation and transformation
- How the arts can improve business performance
- Leadership principles and practices that encourage creativity and drive innovation
- Advanced creativity techniques for individuals and groups
- Collaborative leadership practices for resolving chaos and complexity
- Engage in experiential activities using painting, theatre improv, storytelling, sculpting

Facilitator: Linda Naiman

Linda Naiman is founder of Creativity at Work, and recognized internationally for pioneering arts-based learning as a catalyst for developing creativity, innovation, and collaborative leadership in organizations. As an innovation consultant, Linda advises senior leaders and managers on how to develop creativity and innovation in employees to improve business performance, as well as foster an organizational culture that supports innovation. Her consulting is informed by principals and practices of business, arts, design, and social science

research. Organizations who have sought out Linda for her expertise include American Express, GE, BASF and Intel.

Linda began her career as a design consultant in marketing communications in the 1980s and the multi-disciplinary nature of her work in business, art and design, led her to explore artistic processes and their applications to leadership and transformation. She has been helping business, non-profits, and government organizations find creative solutions and improve business performance, through creativity, "design-thinking" and innovation, since 1995.

Linda is co-author with Arthur VanGundy of Orchestrating Collaboration at Work: Using Music, Improv, Storytelling, and Other Arts to Improve Teamwork (Wiley 2003) and her writings on creativity and innovation have appeared in numerous business journals including Perspectives on Business and Global Change, published by the World Business Academy. She has been featured in The Vancouver Sun, The New Zealand Herald, The Globe and Mail, Canadian Business Magazine, and interviewed on CBC Radio, NPR and BCTV. Linda's work has been documented in several books: Artbased Approaches: A Practical Handbook to Creativity at Work (Chemi 2006), Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results (Silverman 2006), and Artful Creation: Learning Tales of Arts-in-Business (Darsø 2004).

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