



# CREATIVE HR

## Workshop description

### Adopt a creative mindset to the strategic role of Human Resources in your organisation.

You will be taken through a series of activities that will stimulate your creative thinking to transform your HRM mindset and adopt a strategic way of working. By understanding how HRM has evolved in South Africa and what the future of HRM looks like, participants will be able to plot out the necessary changes they need to make within their organisation. Participants will look at HRM issues from a business perspective before viewing them from a people perspective. Each participant will walk away with a strategic HRM plan that considers the business's long-term needs.



## Workshop content

This workshop looks at how HRM professionals can adopt a strategic thinking mindset by applying a creative thinking process to their role, teams and/or departments.

### Participants will:

- Shift their HR mindset from tactical to strategic to prepare for the future role of HRM in South Africa
- Be encouraged to think creatively and understand the value that strategic HR thinking has for an organisation
- Be able to prove that business goals are HR's priority instead of standard HR metrics
- Be empowered to think strategically and gain a new HR core competence
- Walk away with a HR strategy for either your HR role, team or department
- Transform the way you work from non-strategic to strategic
- Participants receive 7 CPD points.

### Business outcomes:

- Develop strategic HRM thinkers that can lead organisations into the future
- Encourage creativity in HRM individuals to ensure a balance between tactical and strategic thinking is reached so that organisational success, growth and sustainability is achieved
- Develop a strategic plan that will make it easier to devise and align recruiting, HRM processes, talent pipeline and training strategies to help meet the business's long-term needs.

## Coaching and customisation

Our offering of unique learning experiences is fully customisable to your specific organisational needs, and can be utilised to address particular business challenges or team goals. It can also be applied to



## Facilitator: Dr Alexia Cox

With a PHD in HRM from Stellenbosch University Alexia has over 10 years' experience in developing human

capabilities and has worked in academia, consulting, media & advertising, education, talent acquisition, and has had the privilege of working on large HR transformation projects that value the development of their employees. She believes that building human performance and developing creative thinking skills are key to meeting departmental and organisational objectives and most importantly that acquiring knowledge, understanding and learning new skills empowers as well as boosts self-esteem.

*"This workshop that was run by Dr Alexia Cox with CCDI Creative was an incredibly valuable exercise. It provided a perspective and approach to Human Resources that moved away from the rather dry tradition that it has in South Africa. Alexia's approach was interactive and engaging, dare I say even 'fun'. She was clear in her message and articulated it very well. We also work in the Strategic HR consulting space and were delighted to find another forward thinking and dynamic HR practitioner. I would highly recommend that anyone who manages people, not only those involved in the HR space, should do the Creative HR Workshop."*  
**Christopher Melville-Rossouw & Jonathan Layton-Nel, LaytonMelville Consulting**

**Date: 8 June, 24 August**

**Time: 9:00 – 15:30 (1 day workshop)**

**Venue: CCDI Office, Harrington House,**

**37 Barrack Street, Cape Town**

**Cost: R1750**

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