



GENERATE

Workshop description

Introduction to creativity and design thinking

All organisations face challenges – how well you solve them makes the difference between business success and failure. This two-day workshop introduces creative techniques and the design thinking process for tackling a business challenge.



CCDI
CREATIVE

Workshop content

Day 1: Creative thinking – participants engage their creative intelligence through a series of activities designed to stimulate creative thinking and build creative confidence.

Day 2: Engagement – participants engage in a process that uses a powerful design thinking framework for channeling creative ideas into workable solutions. Participants are provided with tools that can be used to structure the solution in the workplace.

Target audience

Anyone interested in creative thinking and design thinking as business tools for problem solving, and for system, service or product innovation.

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 businesses in your supply chain.

"I loved the group energy and the creativeness and team work. I really enjoyed the challenges and stepping out of my comfort zone."
– Karin De Wet, Building Energy



Facilitator: Dammon Rice

Facilitator, social entrepreneur, creative and independent thinker Dammon has worked in the field of youth development and adult education and training in the arts, heritage and small business development sectors for the last 25 years. She has developed international award winning programmes, run her own businesses, and most recently is responsible for heading up CCDI Creative

"I had always felt that creativity was for the select few; I hadn't realised that creativity took work and focus. I also hadn't known how effective creative problem solving processes could be. In the space of, what, an hour, we developed some concrete plans using random words - that is incredible! If we had tried to do it on our own - doing 'regular' thinking – it would not have been as effective."

Salome Bronkhost – Green Cape

Date: 15 June, 7 September

Time: 13:00 – 17:30 (2 day workshop)

**Venue: CCDI Office, Harrington House,
37 Barrack Street, Cape Town**

Cost: R1850

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