

CREATIVE EXCELLENCE TRAINING

by Toby Harrison – PR Creative, Strategic & New Business Consultant

A comprehensive six-module training course packed full of proven techniques and behaviours spanning every essential creative discipline, all gathered from over 10 years of creating attention-grabbing ideas, that are sure to cultivate individual creative confidence and ability, ensuring the creation, development and presentation of innovative concepts becomes the norm

Modules include:



1 | BOOSTING CREATIVE CONFIDENCE

Module one explores the science of creativity, revealing what we can learn about the way our brain works to boost our creative confidence, and how better daily creative practices can help us all develop a constantly creative mindset.



3 | BRAINSTORM LEADERSHIP

Module three tackles both live and virtual brainstorming head on, exploring leadership characteristics, brainstorming constants, the essential nature of preparation and executional tips to ensure we can all lead consistently brilliant brainstorms.



5 | DEVELOPING IDEAS

Module five covers all elements of creative development, including how to filter ideas to ensure we focus on the best, idea questioning, crowd testing and presentation readiness, ensuring our concepts are honed to perfection.



2 | CREATING IDEAS

Module two introduces a series of highly practical techniques that can be easily applied to generate ideas immediately, and that once ingrained in the mind will become a go-to resource when presented with any creative challenge.



4 | BRAINSTORM PARTICIPATION

Module four explores what's really expected of us from the moment we are invited to a brainstorm to the minute we leave, introducing a series of practical tips that will empower us all to be at our brainstorming best.



6 | PRESENTING IDEAS

The sixth and final module will take the presentation of our ideas to the next level by exploring elements such as slide structure, scripting and a host of key presentation principles that ensure we inform, entertain and persuade our audience.

Contact Toby Harrison for more information or to book
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