

CREATIVE CATALYST SERIES

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

A flexible and fast-paced training series comprised of four independent courses, each of which will accelerate positive creative change within an essential creative discipline, enabling freelancers, in-house professionals and agency practitioners of any level to upskill in the areas that benefit them most. Whether doing one course or all four, individually or in a group, the proven and practical techniques, tips, mindsets and behaviours will make everyone a creative catalyst.

Course 1 | Ideas Aplenty

Ideas Aplenty will catalyse the confidence and capacity to consistently generate creative ideas of quality, quantity and variety by introducing a unique three-step idea generation method and a host of highly effective techniques that will reveal a never-ending stream of stimulus, ensuring creative challenges of any scale or sector are solved every time.

Course 2 | Develop & Deliver

Develop & Deliver will catalyse the assurance and ability to consistently increase the appeal and buyability of ideas by revealing a five-step development method that ensures concepts are strengthened and honed to perfection, while also taking the presentation of ideas to the next level by ensuring slides are striking, scripts are strong and style is stirring.

Course 3 | Boss The Brainstorm

Boss The Brainstorm will catalyse the tenacity and technique to consistently lead brilliant in-person and virtual brainstorms by revealing a host of essential leadership behaviours, core brainstorming constants, vital must-prepare elements and an execution method that ensures group creative sessions are full of enthusiasm, energy and ideas.

Course 4 | Brainstormtroopers

Brainstormtroopers will catalyse the courage and competence to consistently contribute to brainstorms, distilling down what's required in creative sessions to the must-do fundamentals while introducing a series of essential before, during and after the brainstorm mindsets and behaviours that will empower everyone to be at their brainstorming best.