

Green Entrepreneurship Training (GET-UP) Project

Unit/Module: Being Creative and Innovative in a Green Context

Type of Document: Workshop Session Plan

Session 1: Finding your Creative Voice. Personal Creativity

Date:		Time:	
Location:		Facilitated By:	
Title:			

Overall Aim:	The aim of the workshop is to regenerate the confidence participants have in one's own ideas, breaking the limitations and barriers which develop through small events in a lifetimes. In focusing on the individual's willingness to first, in following workshops participants will be prepared to create outwardly for their companies and respective causes.
Learning Outcomes:	LO1: Understand what it is to be creativity, whether on a small or large scale, and the confidence to generate new ideas LO2: Practicing methods and exercises to aid in the generation of better and more beneficial ideas. LO3: Redefine and find own voice in order to be prepared to address the needs of their businesses, market, and even daily lives

Time	Learning Outcome	Input	Slides	Learning Assessment and Activities
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09:30-09:45 (15'min)	-	Workshop Overview <ul style="list-style-type: none"> An overall introduction to the theme, purpose, steps, and revelations of the 		Introduction to participants. Who can be creative, and what does it
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		<p>workshop to acutely define outcomes</p> <ul style="list-style-type: none"> • Through the introduction, participants will be energized by the examination of what is creativity and who can be innovative. • Defining this opportunity for everyone to create, will later allow participants to apply the process to the Green sector and their own businesses 		mean to be creative?
09:45-10:05 (10' min)		<p>Creative Thought:</p> <ul style="list-style-type: none"> • Introduction to a series of exercises focusing on personal creativity • Begin directly with creative exercises to immerse participants into the initial phases of creativity, in an effort to break bad habits from the start 		<p>Complete Series of Exercises: Logo Rethinking</p> <p>Through a series of simple exercises, with origins in design applied to daily life, augment the participants knowledge of their own creative abilities</p>
10:05-10:15(10'min)		<p>Analysis of Thought Patterns: In the form of an auto-analysis, as well as share revelations, we will be able to clearly define weak points in one's creative thinking processes Through this defining, one can in turn redevelop said weakness to form a strong "supply chain" of ideas</p>		Provide materials and platform to develop said auto-analysis for enhanced user visualization of issues

<p>10:15-10:35 (20' min)</p>		<p>Lateral Thinking Exercises</p> <ul style="list-style-type: none"> • brief introduction into the definition and history of lateral thinking • The "Clip Test" , serving as a first pass at Lateral Thinking and applying the theory to practice • Analyzation and explanation of results in order to further cement the context of Lateral Thinking in Ideation. 	<p>Complete series of exercises: Through the understanding and generation of ideas based on Lateral Thinking, participants will develop the ability to rethink basic issues from fresh perspectives, as creative can also be in how one's sees the issues and formulate as solution</p>
<p>10::35-10:45 (10' min)</p>		<p>Applying Lateral Thinking to Daily Life</p> <ul style="list-style-type: none"> • having learned about the process, now participants will be guided to the daily application of Lateral Thinking in ideation, brainstorming, and developing a creative culture 	<p>How can lateral thinking solve issues inside company? Process of business and life in which Lateral Thinking can be applied for increase success of results</p>
<p>10:45-11:00 (15' min)</p>		<p>Review, Conclusion, Summary</p> <ul style="list-style-type: none"> • A review of the session and highlight of key lesson learned from the exercises and discussions • Focusing on the internal creativity of each person, restate the benefits of the processes explained 	<p>Provide additional material for further improvement in ideation methods outside of the classroom, as well as other forms of support.</p>