

Inspiring Creativity & Innovation

Program Overview:

Creativity and innovation are among the key skills needed to address today's most pressing business challenges, yet few people know much about them. While appearing somewhat mysterious, these skills can easily be learned and are not overly time-consuming to enhance. This program explores the creative process, debunks some of the myths surrounding creativity, and introduces a series of tools and exercises to spark inspiration and innovation both for ourselves and for our teams. Through exercises and examples, participants will better understand the process and how to inspire others to change behavior in ways that enhance individual, team, and organizational innovation.

Learning Outcomes:

- Realize the importance of creative thinking in your personal and professional endeavors.
- Explore and debunk myths surrounding creativity.
- Discover helpful techniques for enhancing creativity and becoming more innovative.
- Apply tools and techniques to real problems, challenges, and opportunities.
- Learn strategies for fostering creativity and innovation in others—such as team members or colleagues you work with.

Biography:

Tracy Butz, Owner of Think Impact Solutions, is an inspirational speaker, captivating author and successful consultant. In addition to being a recognized speaker of the National Speakers Association, she has over 20 years of experience actively engaging both large- and small-size audiences from a wide range of industries including the US Army, Motorola, and Subway, just to name a few. She has also spent part of her career working as Director of Learning & Development, responsible for leading organizational development and talent management initiatives. Tracy truly delivers the tools for today's world, propelling her audiences to live more productive, passionate and purposeful lives.