Looking for a way to get yourself or your employees to break out of the rut, create, innovate and achieve the results your organization needs?

Introducing …

Sparking Innovation & Creativity

CREATIVITY TRAINING FROM SKILLPATH

Break out of the rut to generate new ideas, solve problems and make better decisions in your organization with innovative training from SkillPath that will create results like these for you:

- Spark innovative thinking—in yourself and others—that results in new products, new processes and new services
- Tap your creative side to challenge existing “thinking boundaries” and come up with fresh ideas when you need them
- Overcome the major blocks to creative thinking and open your eyes to possibilities and opportunities never before thought of
- Be a catalyst for creativity in your organization
- Evaluate the risk of a new concept against its probable success
- Persuasively present new ideas so they get implemented and acted upon
- Effectively manage the change that comes with innovation

Enroll today! Call toll free 1-800-873-7545 on-line at www.skillpath.com

© SkillPath’
Who should attend?

Just about everybody can benefit.

If you think creative thinking is reserved for the talented few—doled out at birth to artists, poets and people who wear berets—think again. Anyone can learn how to be a more skilled idea generator and problem solver once they “unlearn” old thinking patterns and habits. We’ll show you how to break free of those patterns and unleash your creativity in this breakthrough seminar.

Enroll today! Call toll free 1-800-873-7545 or on-line at www.skillpath.com

Sparking Innovation & Creativity is the one-day solution for making it happen

Everyone’s got the ability. What we’ll teach you in this seminar is how to flip the “on” switch to a lifetime of achievement when you know how to:

Assess your natural thinking style and approach to problem solving, decision making and innovation. Often the real roadblock to progress isn’t the problem itself but the path you take to finding the solution. In this workshop, you’ll examine traditional thinking approaches that signal trouble and find out how to discover your current thinking boundaries.

Develop a “no-limit” attitude. Being innovative is as much about attitude as it is about thinking up new ideas. You’ll find out how to overcome mental blocks, put a stop to self-defeating behaviors, quiet negative self-talk and learn to see every problem first as a potential opportunity.

Turn ideas into results-getting actions and accomplishments. An idea is simply an idea until you act on it—and sometimes it takes even more creativity to get your ideas implemented than to think of them in the first place. You’ll learn how to focus and direct your creative efforts, evaluate the risk factors involved, win over the “we’ve always done it this way” naysayers and overcome people’s natural resistance to change.
Creativity Training
Course Outline

Where new ideas come from
- What innovative thought really is—and the 3 keys to unlocking it and putting its power to work for you
- How to foster a creative and innovative workplace environment
- The steps in the creative process that give your ideas meaning
- The 2 critical phases in the development of every idea—and the role your thinking style plays in the process
- The characteristics of innovative thinkers—and what you can do to develop them in yourself and others
- The “Triple H” model of innovation: 3 ingredients necessary for seeing every new idea through, from conception to implementation

How your thinking habits inhibit your effectiveness and affect results
- What your natural thinking style says about the way you make decisions and solve problems—and how it affects your overall effectiveness and success
- Tuning into the signals that you’re practicing “straight-line” thinking
- A tool for assessing your current “creative-thinking quotient”
- You can’t come up with the right solution unless you’re focusing on the right problem: How to make sure you’re working on the real problem
- Traditional approaches to problem solving that signal trouble—and how to avoid them
- The 8 steps to effective problem solving embraced by America’s most innovative and successful companies
- An overview of decision-making styles

Overcoming negativity and other obstacles to an open mind
- Understanding how your perception of a problem or situation influences the way you think about it
- How to change your mindset to see problems as opportunities
- How to make your emotions—both positive and negative—work for you to achieve successful results
- How to turn “I can’t” messages into action-producing “I can” statements
- How to overcome mental blocks, self-defeating habits and other barriers that stifle innovation and keep you from thinking in new ways

You know you’re stuck in a thinking rut when …
- You have a fantastic new idea but you’re afraid to try it for fear of looking foolish
- You hardly ever question the rules, the standards or “the way it’s always been done”
- You’d like to be innovative and original in your thinking, but you’re just too busy
- You’re hesitant to try out a new idea because it might not work
- It’s a lot easier to keep doing things the same old way
- You’re pretty sure you’d never get those around you to go along with a new idea
- You have a nagging problem that you just can’t figure out how to solve

Attend this eye-opening workshop, or schedule your staff to attend and unleash the kind of creativity that leads to better decision making, effective problem solving and the innovative ideas needed to reach both your professional goals and the goals of your organization.

Enroll today! Call toll free 1-800-873-7545 or on-line at www.skillpath.com
Techniques for generating new ideas, solving problems and making decisions

- Mind mapping, clustering and other techniques for uncovering relationships and making associations
- Brainstorming alone or with others to encourage free thinking and idea generation
- How to develop a “What if?” perspective to change or improve entrenched organizational practices and other “sacred cows”
- Flexing your creative muscle: Proven exercises for pumping up your brain and breaking through thinking gridlocks
- Innovative exercises and techniques that will jolt your habitual ways of thinking and challenge you to see problems in ways that reveal hidden solutions
- Techniques for stimulating innovative thinking in a group setting
- How to storyboard to solve complex problems
- How to use lateral thinking to become receptive to new ways of exploring ideas
- How to develop your concentration skills to focus on the “creativity clues” all around you and hone your memory skills to rediscover things you didn’t think you knew
- What you see isn’t necessarily what’s there: The role your senses play in shaping your perceptions and your thinking
- Specific techniques and strategies the world’s most innovative companies use to brainstorm for new products and product improvements

Keeping your ideas focused and on target

- How to stay focused and direct your creative efforts once you find you’re moving in the right direction
- 3 models of strategic thinking—and how to decide which one to use for a particular problem-solving or decision-making situation
- 3 steps for making the best decision when you’re faced with several alternatives
- How to use PMI thinking to judge the merit of an idea
- A simple tool for focusing your energy and evaluating which problem needs your most immediate attention, when several decisions must be made

Putting your ideas into action—with successful results

- A straightforward plan for moving your idea from the thinking stage to successful reality
- Nontraditional tools for accurately predicting the results you planned for
- How to perform a “success analysis” and other techniques for weighing the risk involved in implementing a new idea
- How to ask for and use feedback to fine-tune your ideas
- How to be a catalyst for innovation in your workplace and teach others to think creatively
- How to overcome resistance to change when selling your ideas to others
- How to win allies, resolve conflicts and build a consensus for implementing your ideas

If you do not expect the unexpected, you will not find it.
—Heraclitus, Greek philosopher

Enroll today! Call toll free 1-800-873-7545 or on-line at www.skillpath.com
Your training will cover these key learning points and much more:

1. What innovative thought really is
2. Fostering a creative and innovative workplace environment
3. Steps in the creative process
4. Critical phases in idea development
5. Characteristics of innovative thinkers
6. How to see ideas through—from conception to implementation
7. The relationship between natural thinking and decision-making styles
8. Straight-line thinking—what is it?
9. Your current creative thinking quotient
10. The importance of focusing on the right problem
11. Traditional and ineffective problem-solving approaches
12. Steps to effective problem solving
13. Seeing problems as opportunities
14. Making emotions work for you
15. Turning “I can’t” messages into “I can” statements
16. Overcoming mental blocks, self-defeating habits and other innovation stiflers
17. Mind mapping and clustering
18. Asking “What if?” to challenge “sacred cows”
19. Exercises for breaking through thinking gridlocks
20. Exercises that will jolt your thinking
21. Lateral thinking
22. The “creativity cues” around you
23. The role your senses play
24. How the world’s most innovative companies brainstorm
25. Models of strategic thinking
26. PMI thinking
27. Turning ideas into reality
28. Predicting results
29. Teaching others to think creatively
30. Overcoming resistance to change

Registration information
Your tuition is tax deductible. Even the government smiles on professional education. All expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5 Coughlin vs. Commissioner, 203 F2d 307.

Continuing Education Credit: SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance.

SkillPath is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its Web site: www.learningmarket.org. This seminar qualifies for 6 CPEs. Previous work experience and/or background knowledge should be obtained before attending this seminar. Program level: Intermediate. For more information regarding administrative policies such as complaint and refund, please contact our offices at 1-800-873-7545.

SkillPath’s continuing support
We don’t just stand behind our seminars, we stand behind you. If, after attending the seminar, you’re faced with a question and don’t know where to turn—try us. Just send a brief description of your particular problem or question and one of our specialists will promptly respond. Where else can you find that kind of support? Nowhere but with SkillPath.

Important information
Our registration table opens at 8:15 a.m. When you arrive at the hotel, please check the directory for the exact location of the seminar. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your seminar materials and direct you toward your seat. You’ll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

We begin at 9:00 a.m. on the dot and wrap up at 4:00 p.m. Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make the day even more enjoyable.

Parking. We do our best to find seminar facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

Audio/video recording. Our programs—both what you see and what you hear—are fullycopyrighted by SkillPath. No audio or video recording, please.

Still haven’t picked up the phone?
Five more good reasons why you will want to attend this program …

1. Our trainers are the best … period. We choose only the pros who have a proven track record of training effectiveness, professionalism and expertise. And what’s more, they’re exciting communicators who’ll provide you with one of the most interesting days you’ve ever spent.
2. We give you only the most important, important information. There’s a lot of information out there that could take you years to gather on your own. In six short hours, we’ll give you what we believe is the best, most important information to help you be the best you can be.
3. Practicality is emphasized. You will leave this seminar with specifics you can apply immediately. And you won’t go home empty-handed. You’ll leave this workshop with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you’ve just learned. We promise you’ll get results your very next day back at work.
4. The value is unbeatable. Not only is our enrollment fee among the lowest you’ll find, when four or more enroll from the same organization, you’ll enjoy a significant discount.
5. Our guarantee is unconditional, straightforward and the very best in the industry. How can we be so confident? Because we work hard before the seminar to make sure you’re happy after the seminar. Pertinent, up-to-date information you can really use, a convenient meeting location, seminar registrars who are courteous and helpful and a trainer who grabs your attention and takes you on an exciting journey full of fun and facts. We believe you’ll love every minute of it. Millions of satisfied participants from around the country are sold on SkillPath seminars. Why not join them?
Enroll now—limited space available!

✓ By phone: 1-800-873-7545  or 1-913-677-3200
✓ By e-mail: enroll@skillpath.com
✓ By fax: 1-913-362-4241
✓ On-line: www.skillpath.com

Complete and mail enrollment form to:
SkillPath Seminars
P.O. Box 804441
Kansas City, MO 64180-4441

Registration information
Please note: If you’ve registered by phone and paid with a credit card, it’s not necessary to return this form.

Title ___________________________ E-mail Address ____________________________________________
(Program # ___________________)

Title ___________________________ E-mail Address ____________________________________________
(Program # ___________________)

Title ___________________________ E-mail Address ____________________________________________
(Program # ___________________)

Title ___________________________ E-mail Address ____________________________________________
(Program # ___________________)

Ms. ___________________________ Title ___________________________

E-mail Address ____________________________________________

Mr. ___________________________ Title ___________________________

E-mail Address ____________________________________________

Ms. ___________________________ Title ___________________________

E-mail Address ____________________________________________

Mr. ___________________________ Title ___________________________

E-mail Address ____________________________________________

Ms. ___________________________ Title ___________________________

E-mail Address ____________________________________________

Mr. ___________________________ Title ___________________________

E-mail Address ____________________________________________

Ms. ___________________________ Title ___________________________

E-mail Address ____________________________________________

Approving Supervisor
Organization _______________________________________________________________________
Mailing Address _____________________________________________________________________
City, State, ZIP _____________________________________________________________________
Telephone ___________________________ Ext. ________________
Fax ________________________________________________________________________________

Please list additional registrations on a separate sheet and attach.

Mr. ___________________________ Ms. ___________________________

Title ___________________________ Title ___________________________

E-mail Address ____________________________________________

Mr. ___________________________ Ms. ___________________________

Title ___________________________ Title ___________________________

E-mail Address ____________________________________________

Mr. ___________________________ Ms. ___________________________

Title ___________________________ Title ___________________________

E-mail Address ____________________________________________

Mr. ___________________________ Ms. ___________________________

Title ___________________________ Title ___________________________

E-mail Address ____________________________________________

Mailing information
Please fill in the spaces below with the information that appears on your mailing label.

Your Preferred Customer Number: ________________________________________________

Your VIP Number: ______________________________________________________________

Payment information
Please pay before the seminar.

Check enclosed payable to: SkillPath Seminars
Mail to: SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441

Check # ___________________________ Check amt. ___________________________

Charge to: MasterCard Visa AmEx Discover

Card number ___________________________

Expiration date ___________________________

Purchase order attached: # ___________________________

Invoice my organization. ___________________________

Attention: ___________________________

Signature ___________________________________________

Conflicting phone registration: ___________________________

SkillPath’s FREE e-newsletter—get it today! Our e-newsletter brings some of the greatest ideas from SkillPath’s most popular courses right to your desktop or laptop. It’s easy, it’s free—and it has something for everyone in your organization: Skill-building articles, software tricks, seminar schedules and special discounts. Subscribe yourself—and all the key members of your staff—today at www.skillpath.com.