



The creative team session

Introducing the Crea8.s Model



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Agenda

- ◆ The creative team session explained
- ◆ Introducing the Crea8.s Model
- ◆ Next steps / questions



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Creative team session explained

◆ Purpose:

- A group session that involves everyone and enables our team to bridge the gap between where we are now and where we want to be
- A structured way of tackling a current issue or challenge, or a challenge we might face in the future

◆ Benefit:

- We generate ideas, options and solutions, harnessing the creative power of the team.

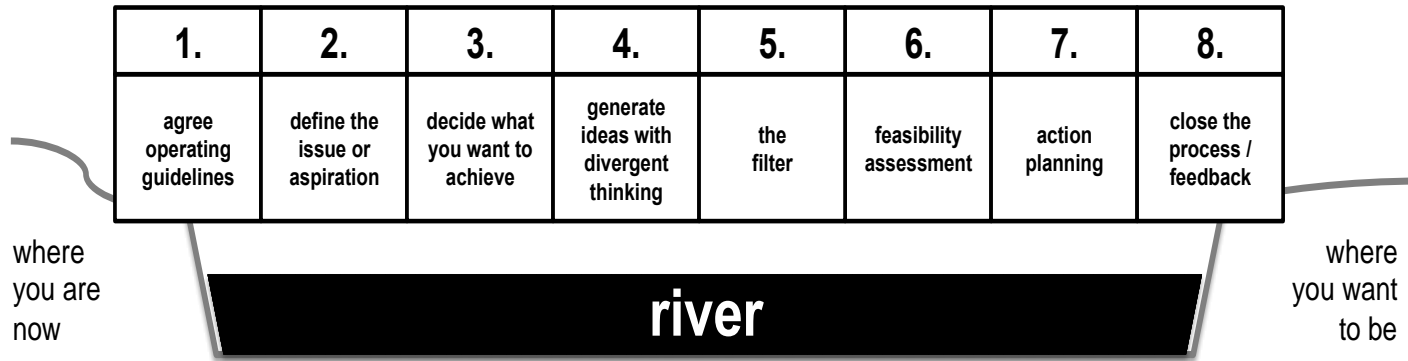


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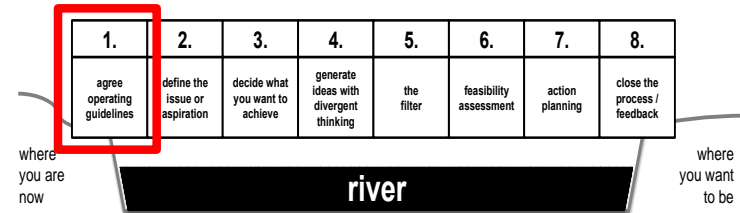
The Crea8.s Model



- ◆ A framework to run an effective creative team session
- ◆ Eight different, sequential steps - the Bridgestones.



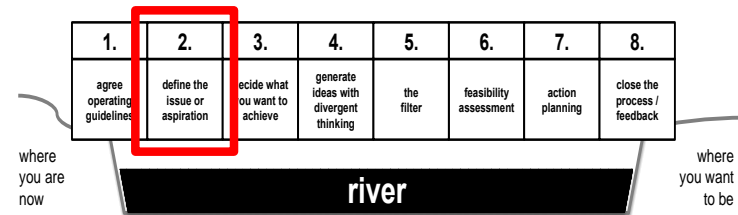
Bridgestone 1



- ◆ Agree operating guidelines
- ◆ Have a clear understanding of “how” we will work and interact with each other
- ◆ Allows us to focus on “what”.



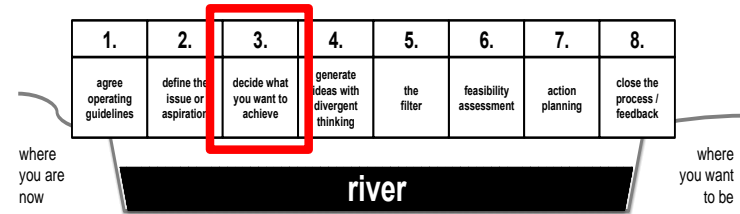
Bridgestone 2



- ◆ Define the issue or aspiration
- ◆ Agree a common understanding of the issue or challenge
- ◆ Clarifies misunderstandings and any misleading perceptions up front.



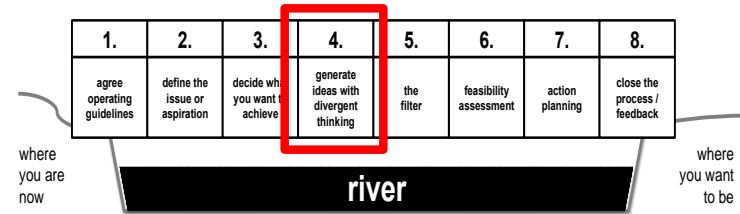
Bridgestone 3



- ◆ Decide what we want to achieve
- ◆ Define and agree:
 - the main stakeholders, their interests and expectations
 - imagine and describe the ideal outcome, assuming resources are unlimited
- ◆ Provides the basis for measurement criteria against which any potential solution must be assessed and encourages bigger thinking.



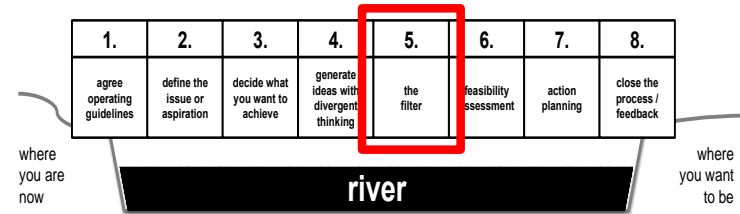
Bridgestone 4



- ◆ Generate ideas with divergent thinking
- ◆ EVERYONE contributes their ideas
- ◆ Richness of contributions and multiple options to choose from.



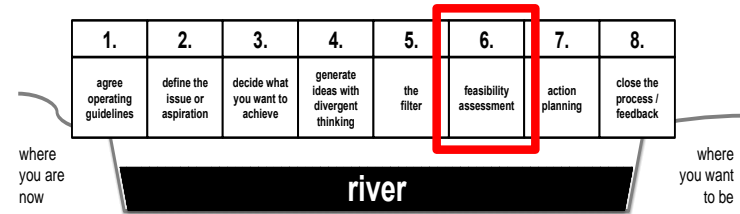
Bridgestone 5



- ◆ The filter for further discussion and elaboration of each contribution from all possible angles
- ◆ Evaluate the impact / outcomes associated with ideas as well as checking them against the measurement criteria
- ◆ Enables us to begin the selection of the best ideas to bring to a feasibility assessment.



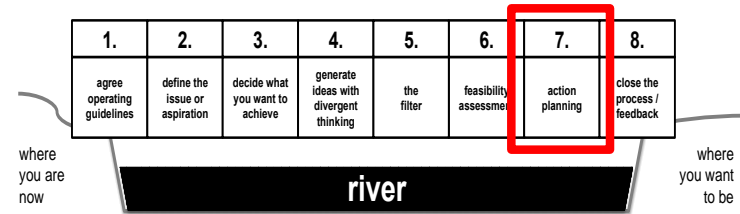
Bridgestone 6



- ◆ **Feasibility assessment**
- ◆ **Assess each idea on shortlist against reality to check all possible implications**
- ◆ **Select most workable idea and check against the ideal outcome:**
 - Meets most of the measurement criteria
 - Comes closest to what we want to achieve.



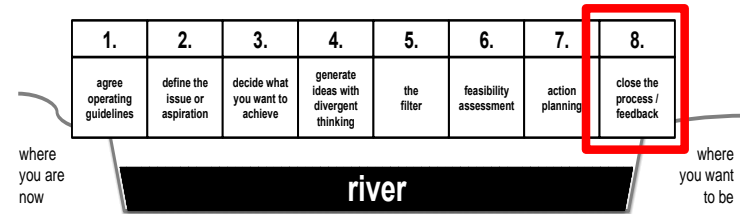
Bridgestone 7



- ◆ **Action planning**
- ◆ **Set clear and specific actions, agree communication guidelines and decide how success will be measured**
- ◆ **Improves clarity on implementation and ensures we will take action.**



Bridgestone 8



- ◆ Close the process and feedback
- ◆ Acknowledge and celebrate our achievements and gather feedback around the process
- ◆ Serves as a reference for our future creative team sessions.



Crea8.s: two possible modes

- ◆ **Quick Fix Mode: use when...**
 - Issues and problems need immediate attention.
 - Options and choices have to provide a real match between the need and the solution (thus decreasing risk)

- ◆ **Aspiration Mode: use when...**
 - There is the imperative to look further ahead
 - Proactive planning for the future equips us with resources to improve long-term business sustainability (thus taking advantage of opportunities).



Pre-requisite for Aspiration Mode

- ◆ Clear aspirations
- ◆ Common vision about where we want to go
- ◆ We know the kind of future we want to shape.



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Next steps / questions?





Let's enjoy our creative team session!



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