



TEAM CRAFT®



## CREATIVETEAMS: CREATIVITY & INNOVATION AT WORK

A TEAM CRAFT TEAM BUILDING SEMINAR

Organizations must constantly innovate to survive. Those that anticipate change and respond quickly are the big winners in today's volatile settings. The skill of creativity and innovation cannot be left to chance or focused on individual efforts. Complex technology requires a sophisticated team effort. During the CreativiTeams Seminar, participants will:

- Understand characteristics of creativity and innovation and the environment needed for these to flourish.
- Identify innovation roles within the team and understand when and how these roles promote the innovation process.
- Experience how these dynamics occur within the team through activities.
- Assess how participants can better advance the innovation process in their workplace.

Discover the Right Roles for the Right People on Your Team:

- *Identify individual approaches to innovative teamwork*
- *Clarify individual strengths and roles on the team*
- *Reinforce and appreciate the contributions of others*

- *Foster trust and build mutual support*
- *Reduce team stress and conflict*
- *Encourage team innovation and problem solving*



During the first phase of the

program, each person completes a short personal profile survey that identifies their innovative style: Creator, Advancer, Facilitator, Refiner, or Executor.

The Innovate with C.A.R.E Profile, that is used in this program, helps individuals work from their strengths by identifying their most natural team role. Given the distribution of styles among participants,

activity teams are formed to apply the four styles in problem solving activities.

Activities last from thirty to sixty minutes each and include a discussion phase to assess performance and develop new insight through experience as the program progresses. Seminars typically last from 3 to 8 hours. Longer programs afford greater opportunity for the team to identify ways to apply the concepts to their specific work needs.

Create a successful team by identifying individuals who can perform each of the five C.A.R.E. roles and contribute their best input to advance team creativity and innovation.



***Discover and Capitalize on Individual Strengths for Total Team Success***



For more information about this and our other team building programs and seminars

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