

# Creativity & Innovation

## Priority Check

*How do you identify and investigate solutions to internal or client problems?*

*Does your team generate effective ideas on demand?*

*Is your workplace brimming with enthusiasm and energy?*

It's crucial that your people ideate and action ideas to increase effectiveness, productivity and your bottom line.

Both past and recent studies confirm that creativity and innovation are essential for businesses and organisations to survive and thrive. Innovation and creativity are critical business drivers.

### *Build Your Capacity for Creativity, Innovation, Collaboration and Action*

In a global survey conducted by IBM of 1500 CEOs, creativity was identified as the most important and desired trait in a leader.

Ernst and Young also reported that, "the ability to manage, organize, cultivate and nurture creative thinking is directly linked to growth and achievement."

Our Creativity and Innovation Priority Check (CIPC) will investigate your aptitude and ability to ideate, the current practices and systems you use to ensure this happens, and the collaborative operations of your teams.

We then give you a CIPC scorecard indicating areas of excellence and strategies for improvements in low performance areas. Ideation at Work can provide you with the tools to ensure your organisation creates a competitive edge.

We are offering a **Creativity and Innovation Priority Check** to members of Hunter Collective for a reduced rate of \$450 (normally \$850).

To book your CIPC appointment contact:

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