



Creativity A-Z

David Williams

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This Kindle mini-book features a whole alphabet of creative tools and techniques, all illustrated with memorable pictures and real-life examples that show how the practical application of creative thinking can lead to significant breakthroughs.

The ultimate goal of stimulating your imagination in this way is to release your ability to reach and break through to that exciting moment of creative discovery, not once but many times.

If you are a trainer or facilitator, use this creative alphabet to enliven your sessions and underline the learning with examples of success. You will help participants recognize and overcome the barriers of 'business as usual' and 'thinking inside the box'. You will introduce them to principles and techniques to make creativity systemic, tangible and actionable in any area of work.

Author David Williams is well known for his dynamic methods of enrolling and involving seminar participants, learning groups, workshop and conference audiences.

He has worked with some of the world's best-known platform speakers such as Rosabeth Moss Kanter, Tom Peters, Warren Bennis and Benjamin Zander.

David has worked with many organizations and partnerships in the public, private and voluntary sectors. He has helped establish regional business and community development programmes, and strategic programmes using a creative teamwork approach across individual organizations. He has worked with local authorities and partnership groups far and wide on partnership working and all aspects of soft skills, communication, relationships and strategy.

David has written and produced a wealth of material for publications, video, audio, TV and radio broadcasting, including the critically acclaimed motivational video 'Benjamin Zander: Conducting Business'. His work on networking was featured in the BBC video series 'Biz Vision'. He is the author and producer of 'Spectrum', an interactive CD-ROM for trainers and facilitators and 'Partnership Works', an interactive CD-ROM for partnership enablers and groups.

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Thomas Crittenden:

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