

# Spark Innovation and Think Strategically

**Solve problems and create opportunities**

**ENROLL TODAY!**



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**Fred Pryor Seminars**  
**P.O. Box 219468**  
**Kansas City, MO**  
**64121-9468**

**Go beyond the status quo** and discover how to cultivate, promote and implement creative ideas and strategic solutions! This exciting workshop is packed with ideas, exercises, how-to's and more to get your creative juices flowing and stimulate your strategic-thinking skills.

**Here's just some of what we'll cover:**

- Why it's important to own and define a problem *before* coming up with a solution
- 5 creativity myths that squelch innovation and hamper outside-the-box thinking
- How to analyze and understand your personal decision-making style
- Tips for selling creative ideas to others in your organization
- Dynamic exercises for getting groups to brainstorm creatively
- Effective ways to think problems through from a strategic perspective
- Guidelines for building an environment to support creativity
- How to make the right decision — even when faced with numerous alternatives

*See pages 4-5 for your complete course content!*

**Express Enrollment!**  
<http://events.pryor.com>



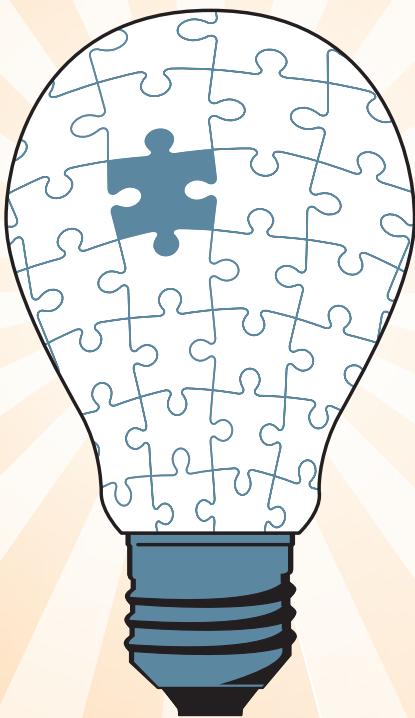
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*Creativity*

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# leads to innovation ... and innovation leads to workplace success!

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**You know the old saying** — “if you do what you’ve always done, you’ll get what you’ve always gotten.” If you want to break out of your “business-as-usual” rut and power up your strategizing, problem-solving and decision-making skills, look no further! This exciting program will teach you to look at problems with an open mind, flex your creative muscle and develop an aptitude for thinking outside the cubicle! Instead of being stuck with the same old results, you’ll be thrilled with new ideas, an innovative approach to problem solving and a new set of skills for developing strategies and generating results!

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**Creative thinking is one of today’s most under-utilized business skills ... yet it is one of the most powerful. When you approach problems in a way no one else has, work out imaginative solutions and think from a strategic perspective, you’ll quickly find yourself way ahead of the game.**

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With layoffs, downsizing and “doing more with less” becoming the new norm in today’s business environment, people who can problem-solve creatively, stay focused yet flexible and swiftly deal with the unexpected are the most valuable resources in their organizations. Think about it — with whom would you rather work (or supervise)? Someone who constantly needs to be told what to do and how to do it, or someone who grabs the reins and “wows” you with a new set of initiatives and ideas?

# **Boost your creative output and hone your strategic-thinking abilities!**

One day of powerful, results-focused training is all it takes! We've developed this course based on the very latest research in adult learning techniques as they relate to creativity in the workplace. As a result, this course is jam-packed with idea-generators, exercises, scenarios, guidelines and action steps to help you be more creative. There's nothing mysterious about creative thinking — once you master the skills we'll teach you in this breakthrough workshop, you'll be able to hit the ground running and tap into your own personal creative power!

**Once you're able to deliver creative, innovative solutions on a consistent basis, you'll become more valuable to your team and your organization.**

## **You don't have to be a creative person to think creatively.**

*But you do need to be open to the idea of doing things a little differently.* If you are under the impression creative people are all artists, writers or musicians — think again! Creativity is a skill you can **learn, practice and master** — but you have to be willing to take risks, explore new ideas and rethink the way you've always done things. Creativity is the driving force behind some of today's most successful organizations ... why not put it to work for yours as well?

## **Learn to march to the beat of a different drum!**

This course will help you jump-start your creative mojo and get your mind moving in entirely new directions. Often, the thorniest problems present the greatest opportunities ... if you can learn to overcome the mental stumbling blocks and negative thoughts hampering your progress. This program will teach you to:

- Move beyond traditional thinking patterns and behaviors
- Practice 7 motivational steps for seeking and implementing solutions
- Utilize 2 major approaches to successful problem solving
- Avoid 5 myths that dampen creativity and innovation in the workplace
- Analyze and adjust your personal decision-making style for optimum results
- Present and sell creative ideas in a technical world

## **Managers, Supervisors and Team Leaders:**

This powerful one-day workshop is perfect for busy professionals like you — people in leadership roles whose livelihoods depend on swift, strategic thinking, accurate decision making and creative problem solving. When you attend *Spark Innovation and Think Strategically*, you'll discover a wealth of new ideas to spark innovative thinking, generate multiple inventive solutions in a flash and solve frustrating problems with ease.

**What you learn here will help you drive your organization forward, keep the creative fires burning and take your best ideas from conception to reality.**

Once you're back at the office, why not host a "creativity clinic" and help your people tap into their own imaginative abilities? As a result of this training, you'll be able to help your staff and coworkers develop their own great ideas, spark outside-the-box thinking and implement dozens of exciting new strategies to save time, boost profits and enhance productivity.

# Spark Innovation and Think Strategically

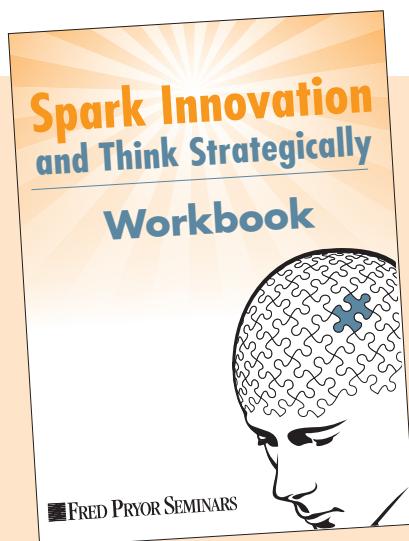
## COURSE CONTENT

### First Things First: Own and Define the Problem

- Understand the differences between scientific problem solving and creative problem solving
- Recognize the 7 critical steps to accepting a problem
- Identify the costs and dangers of ignoring a problem
- Redefine problems to discover overlooked solutions
- Discover the importance of having multiple creative solutions to one problem
- Learn the 4 essential questions to ask when defining a problem

### Creative Problem Solving and Idea Generation

- Why creative ideas tend to die and how to keep them alive
- Strategies to create an environment that encourages resourcefulness and rewards innovative thinking
- 5 creativity myths busted once and for all
- Using "what if?" scenarios to uncover exciting opportunities and solutions
- Fear of failure: Master key actions to overcome it and learn to accept failure as an essential component of success
- 7 strategies for learning to be creative — even if you aren't a creative person
- Brainstorming, mind mapping and other techniques for swiftly generating loads of great ideas
- Powerful ways to stimulate group creativity and break through barriers



### A *Spark Innovation and Think Strategically* workbook goes home with you

As part of your tuition, you'll take home an information-packed workbook covering everything your trainer will touch on during the day. Every page is packed full of idea-generators, memory-joggers, creative exercises and mind games to enhance your creative thinking process. It frees you to listen, learn and participate and serves as an invaluable desktop reference once you return to the office.

# DON'T DELAY!

Commit to boosting your creative thinking, problem-solving and strategizing skills! This seminar is sure to fill quickly — and there are only so many seats available!

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**Call today or visit us on the Web at  
<http://events.pryor.com> to reserve your seat!**

## Strategic Thinking and Effective Decision Making

- Strategic thinking — how it differs from creative thinking
- Tips for recognizing your thinking and decision-making style
- How to make the right decision, even when faced with dozens of confusing alternatives
- The 5 golden rewards of effective decision making
- 2 procedures for analyzing your decision-making style
- The 6 basic decision-making options
- A 5-point rational model of decision making

## How to Sell Others on Your Great New Ideas

- Overcoming resistance to change in yourself and your staff
- How to sell creative ideas in a technical world
- Moving from ideas to action — how to get buy-in from key personalities
- 8 common traits shared by all marketable ideas or projects
- 13 common characteristics of innovative change efforts
- 8 tactics for handling external resistance and overcoming external opposition
- The 12 basic steps for creative problem solving

— Our 100% guarantee —  
**means you've got nothing to lose!**

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this seminar will give you the tools and techniques needed to spark innovation in problem solving and develop strategic-thinking skills. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free!*

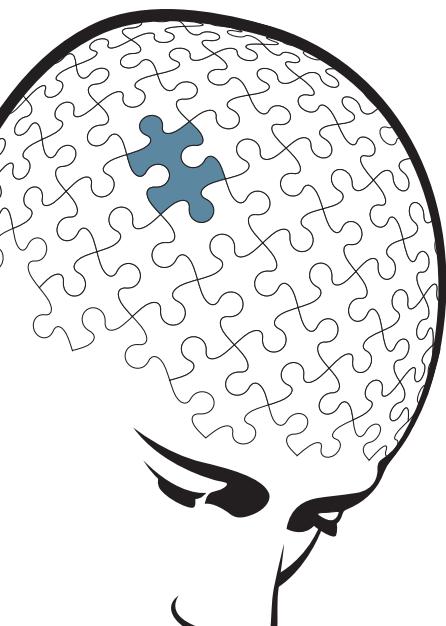
*Are you stuck in the*

# "same old, same old" routine?

- 1 Do you feel it's easier to go along** with the way things have always been done, rather than spending time, effort and energy on an idea that may not even work out?
- 2 Are you open to implementing new ideas**, but unsure of how to actually sit down and come up with them?
- 3 Have you spoken up before in meetings** only to have your ideas passed over, shot down or pushed aside?
- 4 Are you looking for specific action steps** to help you and your team members spark creative thinking, generate new ideas and solve pressing problems more quickly?
- 5 When faced with making a critical work-related decision**, do you constantly second-guess yourself and make it almost impossible to stick with your final choice?
- 6 Do you feel you and your team members** spend an inordinate amount of time spinning your wheels, turning in circles and rehashing the same problems without ever reaching satisfactory solutions?

**If you answered "YES" to any of the above questions,**

***Spark Innovation and Think Strategically* is one seminar you don't want to miss!**



You'll reap incredible benefits as you break free of conventional thinking, gain the confidence necessary to believe in yourself and your ideas and stick to your guns when presenting them to others.

Creativity in the workplace is critical to both individual and organizational success, and this unique program offers proven methods for harnessing your own creative power and putting it to use. Don't waste another minute on the "same old" routine and the "same old" results — unleash the creative thinker in you and stand back!

# Registration Information

**Enroll Today!** Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

## Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## Continuing Education Credit

Fred Pryor Seminars offers Continuing Education Credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

 Fred Pryor Seminars 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 website: [www.learningmarket.org](http://www.learningmarket.org). This course qualifies for 6 CPE credits. To obtain a certificate documenting your CPE credits, please visit <http://www.pryor.com/certificate>. Certificates will be available 10 days after your event has ended.

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## Onsite Training Solutions

### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

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visit us online at  
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or call us at  
1-800-944-8503**

# Spark Innovation and Think Strategically

Solve problems and create opportunities

In just one day, we'll cover:

- Problem-solving skills you never knew you needed
- 5 creativity myths — busted!
- Understanding your personal decision-making style
- How to present and sell creative ideas
- Getting groups to brainstorm creatively
- Thinking problems through from a strategic perspective
- Building an environment to support creativity
- How to make the right decision — every time

ENROLL TODAY!



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To update your contact information, see page 6.

**YOUR VIP# IS: WINQ**



**YES!**

Please register me for the one-day *Spark Innovation and Think Strategically* seminar.  
Group discounts available; see page 7 for details.

ID#  
**916353**

SEMINAR

**1**

Seminar City: \_\_\_\_\_

Seminar Date: \_\_\_\_\_

Event #: \_\_\_\_\_

YOUR  
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Organization: \_\_\_\_\_

**2**

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City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's Name:  Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business  Home

Quick Confirmation Please  email or  fax my confirmation to me within 48 hours.

WHO  
WILL BE  
ATTENDING

Mr.  Ms. \_\_\_\_\_

**3**

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

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Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

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**Please list additional names on a separate sheet.**

METHOD  
OF  
PAYMENT

**Important: Send your payment now. Tuition is due before the seminar.**

Please make checks payable to Fred Pryor Seminars and return this form to:  
P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

**4**

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6%) and West Virginia (6%).

**Please check one of the following:**

Registration fee enclosed. Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Our Purchase Order is attached. P.O. # \_\_\_\_\_

Bill my organization. Attention: \_\_\_\_\_

Charge to:  AMEX  DISCOVER  MC  VISA Exp. Date: \_\_\_\_\_

Acct. # \_\_\_\_\_ MO. YR. \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Tax-Exempt #: \_\_\_\_\_

*Please attach a copy of your Tax-Exempt Certificate for payment processing.*

**Note:** If you've already registered by phone, by fax or online, please do not return this form.

**REGISTRATION FORM — Spark Innovation and Think Strategically**