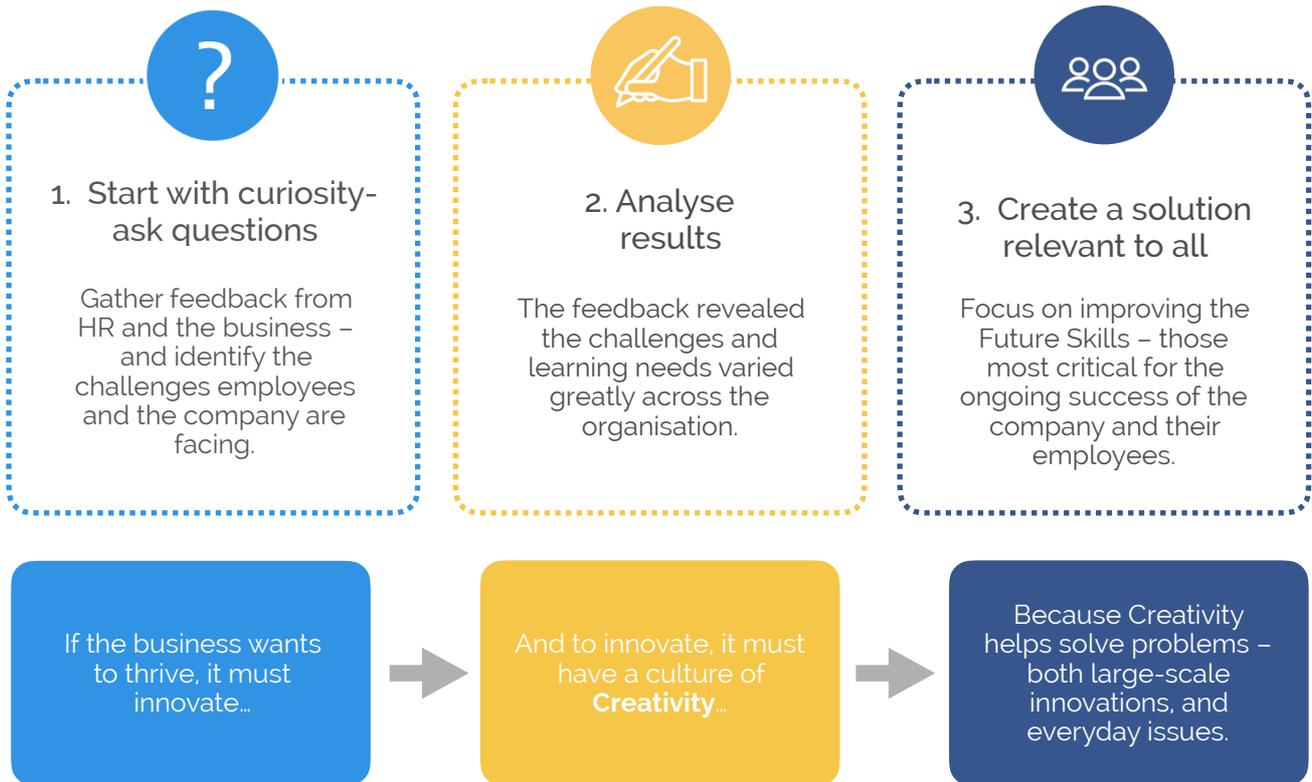


Case Study: Global Financial Services Company

The Brief:

Design a learning programme appropriate for more than 200,000 employees – at all levels of the organisation, and in 60+ countries.

My Approach to the Brief:



Campaign Objective:

Change people's views and behaviours on creativity and their creative capabilities.



The Solution:

Focus on Creativity, and include elements of six other Future Skills.

(Complex Problem Solving, Critical Thinking, Coordinating with Others, Emotional Intelligence, Judgement and Decision Making, and People Management).

The content focused on:

1 WHAT is Creativity?

Explain what creativity means – and dispel the myths that surround it.

2 WHY do I need Creativity?

Show how creativity helps employees – and why they need to strengthen theirs.

3 HOW do I strengthen my Creativity?

Introduce simple activities, tips, and strategies to strengthen their creativity.

Design Approach:

- 1 Conduct thorough research.
- 2 Simplify complex theories and concepts, and create a variety of resources (to watch, read and do) that are easy to use, and tailored for teams and individuals.
- 3 Clearly articulate 'What's in it for me?' – explaining how improving creativity will benefit employees, customers, and the company.

The Results:

Feedback from the business and employees showed significant interest and enthusiasm for the approach and content. The experiential Creativity Workshop cemented the learning, and improved participants' creative thinking and confidence.



Beth's Creativity programme involved combining best-in-class thinking along with her own highly interesting perspective on some of the most important skills required for the modern workplace – translating these into highly practical tools and approaches.

She expertly crafts narratives to deliver succinct, high-impact messages, and her creative, energetic and deeply human approach lands well with senior executives and junior colleagues alike.



— Global Head of Learning

Beth Collier

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