



eVeltio CPW

“If at first, the idea is not absurd, then there is no hope for it”  
~ Albert Einstein

Creative Pursuits Workshop



### *Of a Creative Pursuit*

The Creative Pursuits Workshop (CPW) is designed to cause a positive and creativity-oriented behavioural change in the participants, in a way that their approach to problem solving is non-repetitive and innovative. CPW is a customised workshop designed with specific objectives that cater to organisational and individual needs. The primary objective of the CPW is to create a creative attitude over time and inculcate creative practice.

### *Structure*

The typical design of the CPW spans 4 - 6 months with three periodic offsite contact sessions, each spanning two days. In between the contact sessions, participants are expected to complete assignment activities. eVeltio will provide all workshop material, location management, and offline assignment support.

### *Objectives:*

- ▶ Engage in a process of self-discovery, recognise the self as a creative person, practice of unlearning to dismantle existing fears, social constructs, and hurdles inhibit creativity
- ▶ Develop a parameter-led personal definition of creativity for continuous practice, on the basis of known definitions
- ▶ Develop a practice of rapid idea development and thinking outside the “template”
- ▶ Compile a plan for creative action to tackle situations that include:
  - ▶ conceptual and contextual communication
  - ▶ lateral and alternative thinking
  - ▶ working with(in) constraints
  - ▶ unconventional approaches to solution development
- ▶ Design approaches to visual conceptualisation and effective communication
- ▶ Develop a practice of focused research, analysis and synthesis and develop a long-term plan to follow an ongoing pursuit of creative action

## Value Proposition

- ▶ **Continuous Learning:** The activities (in-session as well as offline) are designed to create a personal culture of creative practice in the participants' personal as well as professional life. CPW components are designed to ensure that there is noticeable behavioural change in the participants approach to dealing with situations.
- ▶ **Contextualisation:** To enable the participants perform better at the workplace, activities will be implicitly contextualised to workplace aspects to enable the participants to relate to workplace requirements in a relevant and sensitive manner. These activities will also focus on developing multiple perspectives and thinking outside conventional means.
- ▶ **Communication:** Various aspects of communication skills will be developed for the participants, including conceptual understanding, contextualisation, sensitive and appropriate messaging, storytelling and visual communication.
- ▶ **Interactive:** The entire programme is designed to be completely interactive and dense with activities. Participants will be involved at all stages of the workshop and will require continuous interactive participation with the facilitator or other participants.
- ▶ **Facilitator Support:** CPW facilitator will be available to the participants throughout the Programme, including offline assignment support. Facilitator will provide support materials, feedback, comments, and mentoring support to ensure that participants stay on track to develop a long-term initiative of creative pursuit.

eVeltio was commissioned to do a workshop that would help bring out the creative potential of our key resources. Their team was amazing in the design and implementation of the "Creative Pursuits" workshop, where for six months, the participants were led through a series of creative challenges set in environments removed from the city. This made an amazing difference to their confidence to think creatively. I will remember this program as being transformational in many ways. Highly Recommended !!

~ Samudra Sen, CEO, LearningMate Solutions

## Components

The program will make use of various interactive sessions and exercises to enable the participants discover the creative and communicative traits of their personality and adopt a long-term approach and attitude towards solution-oriented thinking. Some of the components are described below:

- ▶ **Ice-breakers** are exercises conducted in groups that improve the comfort level of the participants to get more involved in the group and shed preconceived notions.
- ▶ **Self-exploration** will consist of a set of exercises, interspersed within the workshop, that will allow the participants to understand themselves better.
- ▶ **Interactive Sessions** are open, facilitated discussions between the facilitator and the participants.
- ▶ **Individual exercises** will allow the participants to explore creative aspects of their personality in their own right.

- ▶ *Group Exercises* are creative activities that will enable the participants to explore and understand group dynamics, improve communication, demonstrate empathy and build a culture of positive teamwork.
- ▶ *Reflective Exercises* are deep-thought activities that will require the participants to express their experience(s) after various individual or groups exercises..
- ▶ *Creative Activities* are various activities that the participants engage in, either individually or in a group, that require the participants to cross the boundaries of conventional thinking.
- ▶ *Offline Assignments* will be assigned to participants that need to be completed in between contact sessions. eVeltio will create an online location for participants to engage during the offline period, providing all support material, facilitation and feedback during these activities. The purpose of these assignments is to create a culture and continuous pursuit of creative action.
- ▶ *Reading Assignments* are a part of the offline assignments, where participants will be asked to read on various aspects related to creativity, including, but not limited to art, humanities, society, education, business, marketing and customer service). Participants will be given specific assignments related to communication and idea generation based on these reading assignments.
- ▶ *Journaling* will be a common thread activity, running for the duration of the Programme which will require the participants to write down their experiences and discover the changes occurring in their behaviour and action for the duration of the Programme.

eVeltio CPW is brought to you by eVeltio Education Consulting, a consulting firm with a sharp focus on improving process efficiency and workflows through appropriate technology.

For more information, on how we could customize this programme to align with your business and development goals,

Contact [info@eVeltio.com](mailto:info@eVeltio.com) or visit us at <http://www.eveltio.com>

