



50-Minute Group Programs

Creativity in Business – a Crisp 50-Minute Book

A Practical Guide for Creative Thinking: How to Bring More Innovation into Your Job

According to Carol Goman, author of *Creativity in Business*, “. . . creativity can help you launch major projects or untangle minor snafus. It provides a fresh insight and new perspective on even the most routine elements of your job. Best of all, it enables you to view problem-solving as a creative opportunity!”

AFTER COMPLETING THIS PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Define creativity
- Uncover their own creativity
- Identify blocks to creativity and the blockbusters to break through them
- Use new techniques for generating ideas
- Generate support for their innovative and practical solutions

This workshop was designed for FWI members as part of the our self-development series. It will also give you tips for developing these competencies identified by FWI's Leadership Gap study:

- Problem solving and decision making
- Creating a vision for yourself and others
- Commitment to high quality work

How to get started ...

- Groups and Districts can register by downloading registration forms found on our website at www.fwifoundation.org
- Purchase participant kits, at \$15.00 per participant, which include: *Creativity in Business* book for each enrolled participant, one Leader's Guide, one PowerPoint presentation, and participant handouts.

Target Audience

- **Leaders and Managers** who want to be noticed and hone their skills
- **Employees** who want to be positioned for future leadership opportunities

Focus on Education – OVER 87 YEARS OF EDUCATING WOMEN IN FINANCIAL SERVICES

Since 1921, Financial Women International has been dedicated to the advancement of financial services industry professionals, by providing tools, resources and opportunities that will benefit the individual, the industry and the community at large.

About FWI – BECOME A MEMBER OF THE PREMIER ORGANIZATION FOR WOMEN IN BANKING AND FINANCIAL SERVICES

Financial Women International was founded in 1921 as the National Association of Bank Women, and is one of the largest and oldest individual membership organizations of women financial executives. FWI's mission is to help women in the financial services industry be successful in their careers.

Program Format

- 50 minute interactive program
- Presentation can be facilitated by Group or District Leaders
- Individual and group exercises
- Crisp book included in the affordable program fee
- Optional follow-up review materials