



Creativity in Evaluation

Presenter: Kathy Strauss, Creative Know-it-all
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Kathy Strauss gained her certification as a creatively coach and is committed to fostering the creative energy in all of us.

About Kathy: With over 30 years of design experience, including working as a designer and Art Director for World Bank and USAID, she brings expertise in design, photography, project management and creative solutions for worldwide regions. Currently, as the owner of ImageWerks, she is responsible for providing fresh and effective ideas to businesses and in-house communications departments. Her projects include: branding & identity, print design, photography (directed photo shoots, events, project documentation, fine art), illustration, web design and interactive media, creative consultations, trade show displays. Her teaching includes: effective presentation and marketing material seminars, instructor of various photography & graphic design classes at Workhouse Arts Center, creative camp instructor for ArtStar camps, and she coaches/teaches creative interactive team building sessions to help individuals exercise the right side of their brains while bringing creative thinking into the workplace.

Quick Summary

By introducing creative activity into the typical corporate routine, you will achieve different results and get new and innovative ideas. What your business does differently from the competition is what ensures your success. That is creativity. What is your creative edge?

Synopsis

With the challenges presented by a struggling economy, radical social and economic change and new competition from foreign markets, individuals and organizations are being required to learn new "21st Century Skills" that increase our mental capacity by accessing remote areas of the brain. Just like the muscles inside our bodies, our brains can be in or out of shape. The degree to which we use the different parts of our brain determines our mental fitness. In today's economy, we need to strengthen our creative problem solving ability and our ability to achieve professional/personal success, innovate solutions and increase corporate productivity.

Over the years the logical/analytical left brain has dominated business decision making. Skills that utilize intuition, inspiration, and active imagination haven't found a home within the corporate world. Many employees have equally separated their love of creativity and the arts, and a chasm exists between their right and left brains. The arts convey stories and the opportunity to enter a place where all is possible. The major obstacles corporations currently face, such as diversity, cross-group collaboration, and work/life balance, all can be met with an increased focus on the arts.

What is art, if not the enactment of diversity? All art, whether the visual arts, spoken stories, or the grace of dance, expresses the rich variety of authenticity of culture—a tapestry of humanity already



painted for our eyes to read as symbol and understand with our hearts. Work rises from the soul and sculpts our future using creative imagination. Corporations of the future that understand the creative impulse within the human spirit will be the leaders of tomorrow.

Through shown examples and interactive participation, participants learn simple, creativity “workouts” that can be used within the workplace to generate right brain thinking. Learn the unique skills and personality of left brain and right brain thinking, how they perfectly complement each other, and how you can create the proper work environment to support whole brain thinking. The creativity workouts can be taught as both individual and group exercises and can be used to develop personal 21st Century Leadership skills or to access untapped potential within your work team, leading to breakthroughs in strategic planning, increase engagement, and shatter belief barriers that have affected business performance.

Learning Objectives

- Understand the right and left brain muscle paradigm.
- Outline why right brain thinking, a 21st Century Skill, is imperative to the health of any business or organization.
- Illustrate specific techniques to access the mental skills necessary to set and achieve goals.
- Experience first hand the results of working out your creative muscle.

References & interesting reading

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He wrote about Creatively Fit: “Today’s world demands that individuals, families, and organizations tap their right brain skills in order to achieve professional success and personal fulfillment.

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www.michaelgelb.com

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2008. Jill Bolte Taylor, Ph.D. *My Stroke of Insight: A Brain Scientist’s Personal Journey*. www.drjilltaylor.com

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2010. *Newsweek*. “The Creativity Crisis”. <http://www.newsweek.com/2010/07/10/the-creativity-crisis.html>

Creatively Fit responds to Newsweek article, “The Creativity Crisis”: <http://bit.ly/k2XrAU>

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2011. *Lake Ridge/occoquan Patch*. “Students Simplify Math in Children's Stories” <http://bit.ly/kmjwDm>

Scott Belsky. Making Ideas Happen. www.MakingIdeasHappen.com

Ideas are worthless if you can't make them happen. Many of us believe that great ideas inevitably lead to success. Nothing could be further from the truth. Whether it is the perfect solution for an everyday problem or a bold new concept for a creative masterpiece, you must transform vision into reality for an idea to have value. This book chronicles the methods of exceptionally productive creative leaders and teams – that make their ideas happen, time and time again

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<http://www.theglobeandmail.com/report-on-business/economy/growth/how-budget-cuts-could-kick-start-creativity-in-the-public-sector/article2434229/>

<http://www.creativityatwork.com/2012/05/16/how-budget-cuts-could-kick-start-creativity-in-the-public-sector/>

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Creative Leaps International: Where Music is the Sound of Ideas. www.creativeleaps.org

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Alan Black, <http://www.cre8ng.com/2012-2/alans-2011-programs>

<http://www.cre8ng.com/about-me/create-info/creativity-books-list> (there are TONS! Good reading all of them!)

Sketchnote Army. www.sketchnotearmy.com

Creative Whack Pack. Roger von Oech. www.creativethink.com



Recommended videos to watch

Ken Robinson says schools kill creativity

Creativity expert Sir Ken Robinson challenges the way we're educating our children. He champions a radical rethink of our school systems, to cultivate creativity and acknowledge multiple types of intelligence.

http://www.ted.com/talks/ken_robinson_says_schools_kill_creativity.html

TEDxRainer: Patti Dobrowski Draw Your Future

<http://www.youtube.com/watch?v=AlyJlScE490&feature=youtu.be>

TED.com www.ted.com

Jill Bolte Taylor's stroke of insight

Jill Bolte Taylor got a research opportunity few brain scientists would wish for: She had a massive stroke, and watched as her brain functions — motion, speech, self-awareness — shut down one by one. An astonishing story.

http://www.ted.com/talks/lang/eng/jill_bolte_taylor_s_powerful_stroke_of_insight.html

Elizabeth Gilbert on nurturing creativity

Elizabeth Gilbert muses on the impossible things we expect from artists and geniuses -- and shares the radical idea that, instead of the rare person "being" a genius, all of us "have" a genius. It's a funny, personal and surprisingly moving talk.

http://www.ted.com/talks/lang/eng/elizabeth_gilbert_on_genius.html

Eric Whitacre: A choir as big as the Internet

185 voices from 12 countries join a choir that spans the globe: "Lux Aurumque," composed and conducted by Eric Whitacre, merges hundreds of tracks individually recorded and posted to YouTube. It's an astonishing illustration of how technology can connect us.

http://www.ted.com/talks/lang/eng/a_choir_as_big_as_the_internet.html

A virtual choir 2,000 voices strong: Eric Whitacre on TED.com | TED Blog

In a moving and madly viral video last year, composer Eric Whitacre led a virtual choir of singers from around the world. He talks through the creative challenges of making music powered by YouTube, and unveils the first 2 minutes of his new work, "Sleep," with a video choir of 2,052.

<http://blog.ted.com/2011/04/01/a-virtual-choir-2000-voices-strong-eric-whitacre-on-ted-com/>

The full-length version of "Sleep," Eric Whitacre's new work, sung by a YouTube-powered choir of more than 2,000 singers from around the world. The nine-minute work was premiered at the Paley Center in New York.

<http://blog.ted.com/2011/04/08/watch-sleep-eric-whitacres-new-work-with-2000-voices/>

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www.whatthebleep.com/whatthebleep/