

# Unleash Your Team's Creativity Think Inside the Box!

## Craig Paxson Consultant and Speaker

*"I help organizations achieve breakthrough solutions by teaching them true techniques for brainstorming, creativity and innovation."*



Craig Paxson has been studying and applying creativity techniques in the workplace for over 20 years. His breakthrough ideas have helped industries ranging from printing (he designed the carrier to insert CDs into magazines) to healthcare, including companies like Ingram, IBM and Coventry Health Care.

### In this workshop, you will learn:

- Why traditional brainstorming techniques actually inhibit creativity
- How properly crafting challenges will boost the quality and quantity of ideas
- Techniques, tips and stimuli to jump start creativity
- How to prepare for and facilitate a brainstorming session
- What to do with the ideas once you have them

### Who Will Benefit:

Managers, project leads, business analysts, process improvement facilitators and anyone who desires to learn how to come up with breakthrough ideas.

### Other Services by Craig:

- The Process Innovation Framework
- Process Innovation Coaching and Consulting

*"Craig is a dynamic speaker, part story-teller, part thespian. His relaxed, affable style will capture and hold your attention. You will enjoy the experience."*

- Jan Schaffner

*"After hearing Craig talk I understand that it's more about throwing the right spaghetti against the right wall and then tweaking the way you throw it until the right idea sticks. Truly an eye opening presentation."*

- Terry Lancaster, Bestselling Author of "Better! Self-Help for the Rest of Us"

### Craig has worked with:

- IBM
- Ingram Lightning Source
- Take Care Health
- PointClear Solutions
- and many more!

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To book Craig:

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