

Creative Whack

Participants will decide if they are creative and then work their way through von Oech's mental locks to determine what areas need to be "released." A variety of fun, quick, and applicable activities will be used in each of the areas. Late in the module, participants will be introduced to von Oech's *Creative Whack Pack* and have an opportunity to do a creative activity.

Objectives

- ★ Provide the keys to "unlock" your "mental locks."
 - ★ Enhance your creativity by using von Oech's cards.
- Based on Roger von Oech's book, *A Whack on the Side of the Head*.

Training Time

- ★ 11:30 AM - 1:35 PM or
- ★ 2 one-hour sessions or
- ★ 8:00 AM - 12:20 PM, by facilitating additional exercises

Attendees

All employees, especially those who want tools to enhance their creativity

Recommended class size

6 - 30 participants

Recommendations

None

Requirements

Roger von Oech's book, *A Whack on the Side of the Head*, and cards, *Creative Whack Pack*. The number required for the module will vary with the number of participants; so, you will only need one book and at least one pack of cards, depending on the size of the group. Go to www.amazon.com to purchase the materials.

Investment

\$5,000. In other words, if you have 150 participants, it would cost \$33 per participant. You can do your own calculations to determine the actual price per participant for your needs: 250 participants = \$20 each; 500 participants = \$10 each.

This investment includes the Instructor/Facilitator Guide and Participant Guide. It may also include handouts, case studies, job aids, PowerPoints, wallet cards, and scenarios. The documents may be provided in Word and/or PowerPoint so that you may customize them to meet your needs.

Unlike other companies, you do NOT need to take certification classes before you can purchase and use the material. We can help you train your trainers, but that is not a requirement for purchase. Once you purchase the material, it is yours to use as you wish throughout your organization, as many times as needed, by as many trainers as necessary.

Would you like a sample of a complete Module? Check out our [Business Ethics Module](#).

Note: 2 one-hour sessions; 8:00-12:20, by facilitating additional exercise

Introduction with “Are you creative?”

Mental Locks:

The Right Answer with figures

That’s Not Logical with soft and hard words

(Add metaphor activity-15)

Follow the Rules with patterns

(Add sacred cows – 20; elimination 10)

Be Practical with “what if”

(Add “what if” activity – 5)

Play is Frivolous with humor

(Add fun in workplace – 10)

That’s Not My Area

(Add pair activity – 10; explore new ideas – 10)

Avoid Ambiguity with oracle

(Add dream activity – 15)

Don’t Be Foolish with fool approach

(Add quote activity – 20)

To Err is Wrong with failure

I’m Not Creative

(Add creative idea activity – 20)

Whack on the Other Side of the Head

Whack Pack

Whack Pack Practice

Wrap Up