

Creative Workshop

How to get your ideas adopted

by Anne Miller, Director of The Creativity Partnership

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Venue and Timing. 10:00-16:00 Pitt building, Cambridge

Are you trying to make an arts organisation more entrepreneurial in the face of cuts in funding? Developing your business, looking for new market opportunities for your services? Frustrated, because you have good ideas, but your colleagues won't listen? If so, this seminar and workshop, led by the author, inventor and entrepreneur, Anne Miller, is for you.

During the day you will learn

- Why just "raising awareness" isn't enough to overcome resistance to ideas.
- How your personality type influences the best way to get ideas across.
- How to overcome the four, very different stages of resistance.
- How to use new tools and ideas for getting your ideas adopted

The day will be highly participative, offering an opportunity to network and work with others from Arts organisations and businesses, making real progress on an important issue facing you. The contrasting, but complementary backgrounds of participants from the Business and Arts organisations will help you reach new insights into how to overcome the barriers facing you.

You will also gain an in depth understanding of how to use a well validated model for overcoming the resistance to ideas and making change happen.

Draft Programme

10:00 Coffee available, registration

10:30 Introductions.

11:00 When "awareness raising" isn't enough.

11:30 Introduction to MBTI ® Personality Type: how to exploit your strengths.

12:30 Lunch

1:30 The Four stages of resistance.

1:45 Overcoming blindness. Exercise in small groups.

2:15 Unfreezing: Exercise in small groups.

2:45 Getting them interested. Discussion and case studies.

3:15 Helping the new become normal.

3:45 Final reflection and feedback.

4:00 End (Tea available prior to departure)

Participants are invited to bring an example of an idea that they are trying to get adopted, on which they would like the creative input of the group.

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Background

The Myth of the Mousetrap: how to get your ideas adopted (and change the world) by Anne Miller, is published by Cyan / Marshall Cavendish October 2007

The book and workshop discuss a model which is well known and well respected in Organisational Development, but surprisingly little known in innovation, marketing and business development. In the first stage people are “Blind”: they ignore the idea as if it was spam. In the second stage they are “Frozen”: they are aware of it but make excuses, saying things like “it’s too risky”, “too expensive”, or “not my priority”. In the third stage they are genuinely willing to hear about it and we have an opportunity to get them “Interested”. In the final stage we have to build on their initial interest, and make sure the idea becomes “integrated” into the normal way things are done, rather than just fading quietly away.

Cost and to booking Cost £50 for Arts Professionals, £80 for Business Professionals. To book contact Alison Bigglestone
Alison.Bigglestone@AandB.org.uk Arts and Business East 01223 321 421

Biography: Anne Miller

Anne Miller is an authority on creativity and innovation.

She is director of the Creativity Partnership, www.tcp-uk.co.uk, providing consulting and management training in creativity and innovation for some of the country’s most successful organisations. These include Rolls-Royce, Sainsbury’s, the NHS and Cambridge University.

One of her most popular courses is designed to help innovators get their ideas adopted within their organisations.

She is one of the UK’s most successful inventors with 39 patents – almost certainly the UK’s most successful female inventor. Her inventions include the manufacturing system for the female condom (the Femidom) tools for Bosch and Braun and medical products for Bayer, Sulzer and others. In 1988 she was one of the founders of the UK’s leading independent technology innovation organisation, TTP Group www.ttpgroup.com.



In addition to her successful business career in innovation, she has also been involved with a number of charities and campaigning organisations, and has first-hand experience of their passion and struggles. She is currently a Board Member of “Stop Climate Chaos”, the major coalition of NGOs set up to create a public mandate for political action on climate change. www.stopclimatechaos.org and www.icount.org.uk Members range from Oxfam and Christian Aid to Greenpeace and WWF.

She is an inspiring public speaker and has written numerous articles on Creativity and Innovation.