



THE CREATIVE LEADER:

HOW TO INSPIRE THE BEST IDEAS, SOLUTIONS & SERVICE

Presented by: Jill Wagner, APR
Dianne Callahan

RESOURCES FOR WORKSHOP PARTICIPANTS

(This list is just a snippet of the resources out there to inspire your creativity!)

BOOKS:

Caffeine For The Creative Mind - 250 Exercises to Wake Up Your Brain
Stefan Mamaw & Wendy Lee Oldfield (2006)

Caffeine For The Creative Team - 150 Exercises to Inspire Group Innovation
Stefan Mamaw & Wendy Lee Oldfield (2009)

The Imagineering Workout
The Disney Imagineers (2005)

Thinkertoys - A Handbook of Creative-Thinking Techniques
Michael Michalko (2006)

WEBSITES:

Center for Creative Leadership

www.ccl.org

Fast Company

www.fastcompany.com

Idea Emporium

www.idea-emporium.com/#!/blog



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SOME CREATIVE STRETCHING TO GET YOU STARTED:

Adapted from Caffeine For The Creative Mind - 250 Exercises to Wake Up Your Brain

LICENSE PLATES

Your task today is to create a customized vanity license plate - but not for you! You need to create one for the following people using the standard 7 spaces for letters, numbers, or the characters available in CA when you order the special interest Kids plates - hand, heart, star or plus sign. (Example, for Dianne's business Lighthearted Life, her license plate reads: LT♥DLFE.) Here are your clients:

Nun	Psychic	Mortician
Cowboy	Composer	Hairdresser
Clown	Astronaut	Yoga teacher
Midwife	Plastic surgeon	Accountant

BEVERLY HILLS 90210

Each one of us has dreamt, at one time or another, what it would be like to be filthy RICH and FAMOUS living the dream in Beverly Hills, walking our shocking pink poodle with more bling than a rapper around its neck as we stroll down Rodeo drive toward our Bentley and uniformed driver. We've imagined what a life of extreme luxury would be like. Oh what crazy things we would own! Your task is to go back to that place of imagining and write down 10 things a single woman living in Beverly Hills would own. Go!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.