



# Building a Culture of Creativity and Innovation

## What this is about

Creativity and innovation play a vital role in an organization's success by fueling growth and competitive differentiation. So how can we fuel, harness and sustain creativity and turn it into innovation?

This learning session is inspired by Ed Catmul's book "Creativity Inc." where he unveiled the strategies that propelled Pixar Animation Studios to global acclaim. Through practical insights and discussions, we'll delve into Pixar's strategies and extract lessons that can be applied to your own organizational context.

We examine how creativity paves the way for innovation and how creativity and collaboration are two sides of the same coin. And finally, we explore ways to nurture a culture of creativity and innovation.

## Where we journey

- The difference between creativity and innovation.
- How and where creativity shows up in your organization and how it is encouraged.
- Why embracing failure is a necessary part of the creativity process.
- Why you can't have creativity without collaboration.
- Barriers to collaboration and a path to better practices.
- The conditions that sustain and nurture a creative culture.

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## What we learn together

By the end of this session learners will be able to:

- Gain insight into where creativity resides in an organization.
- Know the difference between creativity and innovation.
- Understand the role of failure in the creative process.
- Articulate better collaboration practices.
- Identify the three conditions that fuel, protect and sustain a creative culture.

## Who is this for?

- Senior Leadership Teams committed to building a culture of creativity and innovation.
- Team leaders who want to spark creativity and innovation in their teams.

## How we learn

- Delivered in-person or online.
- Workshop Duration: 2 to 4 hours
- Facilitated by experienced leaders and trainers who are International Coaching Federation (ICF) certified coaches.
- Interactive and participative. We use real-play, not role-play, and lean into inquiry, discussion, demonstration, and practice to integrate and embed the learning.

## What's Next

Take action. To learn more or book this session reach out to us at [hello@fluencyleadership.com](mailto:hello@fluencyleadership.com).