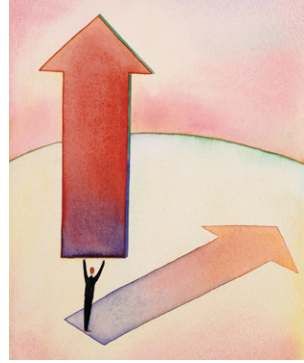


The Creative Manager - workshops, learning and communications



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Managers are increasingly being asked to take on more responsibility for driving up employee engagement and bringing the best out of their people. We ask them to communicate corporate messages, facilitate discussion, lead their people through change, maintain motivation, drive up innovation, role model behaviours and maintain wellbeing. It's a big ask, that's for sure – one which requires a much more dextrous and creative style of leadership. So how do we ensure our managers have the modern communication skills to meet these expectations as well as the techniques to exploit the creativity that exists inside them and their people?



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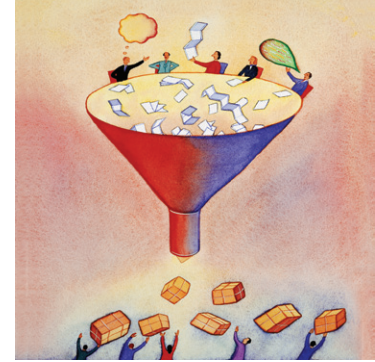
At Fourth Corner, we believe that managers need to learn how to understand and use the creative side as well as the analytical side of their brain to become better communicators and leaders. This 'whole brain' approach means building those creative skills, techniques and behaviours that managers can apply to the way they lead, communicate and get the best out of their people.



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We have grouped these skills and techniques into six core capabilities – Storytelling, Novelty, Play, Empathy, Affinity and Purpose.

Our training courses, practical workshops (actually, we call them playshops!), learning modules and communications services focus on each of these six capabilities. Let's take a look at what these attributes really mean...



Storytelling – This is the art of using stories to release creativity, motivate, inspire and share knowledge.

Storytelling has always been a natural part of the human psyche – from cave drawings to Hollywood. Stories make people care. They help people visualise and simulate, they provide context and they inspire people to act. We believe that if managers understood the power of storytelling and had a toolkit of techniques to both tell and encourage stories; their own communication and leadership effectiveness will improve. This module explains the power of narrative and offers some simple, practical techniques to bring storytelling into everyday effective use.

Storytelling

Novelty

Novelty – This is the term we use to sum up the skill of bringing freshness and perspective into the workplace in order to drive up engagement, productivity and innovation. Most organisations are logical, analytical environments requiring standards, guidelines, set processes and repetitive behaviours. Unfortunately, these environments can often stifle creativity. This module helps managers to inject some new perspective into the way they connect with their people and inspire them to action. To us, novelty is about looking at things in a different way, being curious and inspiring creativity by drawing out and developing the ideas that can lead to innovations.

Play – There's enough evidence now to prove that happy people make productive people, and that people who are encouraged to laugh and be playful make more creative and engaged workers. Most business communication is about serious messages delivered in a serious way, so this skill is all about how to inject some playful behaviour into the workplace. When we talk about play at work, it's not about bringing a board game into the office or putting a snooker table behind the filing cabinets. Play in this context is about creative problem solving, collaboration, laughter, knowledge sharing and experimenting. This module looks at play as an integral form of learning and offers some practical techniques to introduce play into the serious business of work.

Play

Empathy

Empathy – The best communicators make an emotional connection with their audience, but you don't have to be Gandhi to make an impact. What's more important is the ability to empathise with and understand the people you're communicating with, so you can tailor your delivery and engagement style to match their needs and preferences. This skill is about listening, understanding and relating to individuals – behaviours that will make every leader more effective. This module looks at how leaders can better understand their people and become better communicators as a result.

Affinity – Why is it that some messages stick and others fail to connect? What makes a good message and what makes a great communicator? This module looks at what we call Affinity – the art of connecting with an audience so that they listen to, understand, trust, value and act upon your words. We uncover the secrets of making complex messages understood and how to get (and keep) people's attention. Affinity is all about getting the message through and in this module we look at some creative ways to do just that without changing who you are.

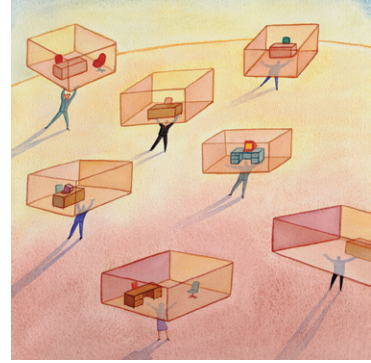
Affinity

Purpose

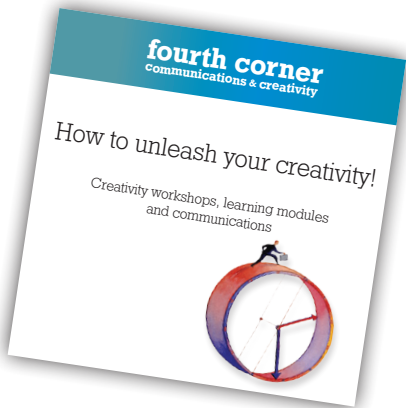
Purpose – Ever since the first human beings looked up at the sky we have pondered our place in the universe and our reason for being. Today the 'search for meaning' is stronger than ever and in business the desire to see purpose in what we do is becoming a critical area for leaders and communicators to respond to. This module emphasises the importance of explaining not just the 'what' and 'how' of company strategy, but 'why'. If people care, they will act. So how do you make people care? This module provides techniques for managers to use purpose as a key motivational tool, through communication, collaboration and ideation.

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modules.

Our workshops covering all six attributes can be run over a full day or half a day. Away from the classroom, we can write, create and deliver eLearning modules about each of these capabilities. And as communications experts, we can write and produce highly impactful communications toolkits and booklets to help your managers become more impactful and more creative communicators. We also run workshops and create modules to help unleash the creativity of your people.



Check out our booklet
*'How to unleash your
Creativity'* to discover
how we can help you
and your team have
and exploit great ideas.



fourth corner
communications & creativity

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