

CREATING CREATIVITY & INNOVATING INNOVATION

For businesses today, the best way to compete is to avoid competition and the best way to do that is to be creative and innovative!

19-21 May 2010

Anchor Faculty: Krishnesh Mehta

INTRODUCTION

Can I be creative? Can creativity be taught and learnt at all? Is it necessary to be creative? Can Creativity and Innovation be created? This workshop ventures and strives to create creativity and innovation ability, in anyone and everyone, without any prerequisites, all that is required is an open mind and willingness to experience and experiment anything.

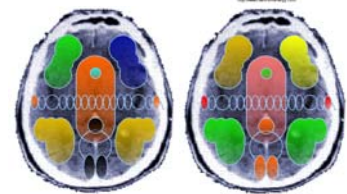
Living in the present, fast changing, often chaotic world, it pays to be creative, be it in individual or professional life, be it for returns of any kind or for the pure joy of creation. This applies to all of us, all the more so in this knowledge and creative economy, be it in business to distinguish and thrive or in personal life to enrich and nourish. Today, when most organizations are reacting to each other and offering superficial or at best peripheral differentiation in the name of innovation, creativity is a driver that leads to proactive approach of offering not only differentiation, but also distinction and surpassing of competition through distinguishing by developing an ability to innovate even innovation. Thus, create competition and not face it.

This workshop is based on the proprietary research on the neurophysiology of creativity and innovation. We study and interpret the place from where all creativity and innovation is created -the brain (and the mind). We scan scientifically the individual brains and nervous systems (especially the spinal column) and use the best mix of modern (like SLED -sound light entrainment devices) and ancient techniques (like yoga) to measurably alter the brain and the mind to create creativity and innovate innovation. Explore, experiment, experience and possibly alter our anatomy and the physiology of creativity and innovation to be able to be creative and innovative, when we want it, within the time constraints and circumstances we want it to happen in.

We understand creativity to create and innovate better, faster, more effectively - to empower ourselves and others to be able to innovate and create creatively. So that we can CREATE, DESIGN and MANAGE anything and everything better. **Please note** that this workshop will be conducted in a way that kick starts the brain alteration process using the latest neuro-physiological methods and hence will be conducted in quite a different way from normal creativity workshops. The workshop will be conducted in the EXPLORING, THINKING, CONTEMPLATING, EXPERIMENTING and EXPERIENCING format and a high level of openness and willingness to anything and everything from the participants for the same is expected.

PROGRAMME CONTENTS

- Neurophysiology of Creativity and Innovation
- Understanding and altering the patterns in the brain
- IQ, EQ, SQ, CQ, WQ
- Factors (external and internal) that nurtures creativity
- Creating Creative Environments –internal and external
- Relationship between senses and creativity, innovation
- Creativity and Innovation –tools and techniques
- Alertness, sharpness and presence of mind



FOR WHOM

Any and all in the creative field including designers, architects, managers at all levels, consultants, leaders, even accountants or housewives, professionals and students can benefit from this program. Others desiring to increase their sensitivity and creativity and consequently their personal and organizational efficacy and value are also welcome. All that is needed is an open mind.

DURATION

The program will be for 3 full (maybe overfull) days. Please do not book your return tickets any earlier than 7.30 pm on the last day.

FACULTY PROFILE

Krishnesh Mehta has been working on the synergetic convergence of Design, Science and Technology and Management for over a decade and a half. He has done Masters in Physics followed by an Advanced Diploma in Space Sciences. He is a chartered lighting engineer and teaches lighting choreography and neuro-physiology of lighting design with specialization in Reality SFX. He is certified in Complementary Medicine and therapies. He has undergone two years Faculty Training programme at the National Institute of Design, India. He is an ISIS (UK) and ITEM (USA) certified Energy Medicine and Brain Imaging researcher. He has also done MBA and has been actively involved in researching on Senses and Sensibilities, Neuro-plasticity, Perceiving Perception, and the Neurophysiology of Creativity, Innovation, Leadership, Entrepreneurship and Systems thinking. He has also done extensive work on combining the best of the modern and the ancient sciences like yoga for achieving desired alteration in the brain functioning. Based on the above convergence he has developed the concept of Multi-sensory (50 plus sensors) and Cross Sensory Design, Perceptual and Intuitive User Interfaces and has been holding regular workshops on the same. He has been a

member of the Faculty in the area of Design Science and Design Management at the National Institute of Design, India, for the last 15 years. He has also been an active player in the setting up of the country's first Design Business Incubator. He offers workshops, nationally and internationally, to top corporates and executives on Creating Multi-sensory Experiences for Customer Delight, Design for Persuasion, Wellness and Holistic Health, Creating Creativity and Innovating Innovation, Retail and Visual Merchandising (Experience Merchandising), Choreographing Light and Lighting, Innovative Entrepreneurship, etc. He consults some of the top Indian organizations and MNCs on Creativity and Innovation, Strategic Design Management, Wellness, Preventive and Holistic Health, Lighting Design and Retail and Experience Design and Merchandising. He is a visiting faculty offering varied courses ranging from creativity, innovation to entrepreneurship, creative leadership, services design and innovation, strategic competitive advantage through design etc. at various institutes of repute like Indian Institute of Management, Ahmedabad (IIMA), Indian Institute of Management, Bangalore (IIMB), Xavier's Institute of Management, (XIMB), Bhubaneshwar, etc. His papers on various topics have been published nationally and internationally

INTAKE: Participation will be limited to a maximum of twenty (on a first come first serve basis).

FEE & REGISTRATION: Rs 9000/- [Non-residential, includes Service Tax, Workshop Registration fee, Lunch and one set of material only] to be paid by Demand Draft/ Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmadabad. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to: For further Details contact,

 Project Officer
Industry Programmes & Projects (IP&P)
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Mansukh: 09426329633/ Rupali: 09328136526
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Website: www.nid.edu

CERTIFICATE

A Certificate of participation will be presented to all the participants.



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Industry Programmes and Projects (IP&P)

REGISTRATION FORM

Kindly fill up the form in CAPITAL LETTERS.

Send the demand draft / pay order along with the filled in registration form to:

The Programme Officer
Industry Programmes and Projects (IP&P)
NATIONAL INSTITUTE OF DESIGN (NID), Paldi, Ahmedabad 380 007

Please affix Passport size
Photograph here

Amount _____ Cash/Cheque/D.D.No. _____

Name of Bank _____ Date _____

Participant's Detail

Workshop Name _____

Name of the Participant: Mr. / Ms. _____

Designation/ Student _____

Sponsored by (Compulsory to tick ✓) Institute Organization Self

Organization/ Institute _____ City _____

Address (Residence/ Office) _____

Male / Female _____ DOB _____ AGE _____

Telephone No. _____ Mobile _____ Fax _____

E-mail _____

How did you come to know of the Workshops: Website ___ Poster ___ Newspaper ___ Via Friend ___ Via Email ___

**Mode of payment : Non- Residential Registration Fees (Includes Workshop Registration fee, Lunch & one set of material only, Service Tax) to be paid by Demand Draft/ Pay Order before one week of the program in favour of
NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad.**

(One can use photocopies for additional nominations.)

»NID reserves the right to cancel the programme and will refund the participants fee in such case. However if the candidate cancels his registration before one week then 90% fee will be refunded.

For Office Use only

Regi. Fee Received through Cash _____ DD / PO No. _____ Dated: _____

Participant No. _____ Bank _____

Stamped Receipt No./ Dt.: _____