
HELLO. WE ARE NOW GO CREATE.

We are a crack team of creativity experts who help companies and individuals bring creative thinking to the workplace. We are expert trainers with top-notch credentials in the fields of training, coaching, creative thinking and facilitation. We have trained thousands of people in companies including Unicef, Virgin Media, C4, ZSL, Heineken, itsu, ITV (UK & USA) Prêt a Manger (UK & USA), Sony, Vodafone, ASOS, Confused.com, White Stuff, InterContinental Hotels, Beam Global and HP as well as over fifty leading PR agencies. 100 per cent of people tell us that our courses were relevant to their day-to-day work.

We are running our next open courses in June and September 2018 for individuals to attend. Our highly regarded and ever-popular **How To Become A Creative Ninja Workshops** is now available to book on **12th June and 18th September 2018** and will equip you with tools, techniques and confidence! With an emphasis on fast results, **we enable people to consistently think more creatively, whether they have 10 minutes, an hour, a day or a week.** These courses are run in central London. Places are limited to 16 and we always sell out!

Facilitation is woefully under-invested in skill however it's fundamental to encouraging creativity in others. Also available to book is **Brilliant Brainstorm Facilitation on 13th June and 19th September 2018** – a course for anyone who has to regularly run creativity sessions and brainstorming and get the most of out of their teams. Great facilitators can foster trust and openness, involve everyone, adapt to different styles and make it fun and OK to take risks. Our world-class trainers have trained armies of people in facilitation skills. This course has been taken by Creative Directors as well as TV Producers, PR's and Digital teams and is running following the Creative Ninjas. People love the new skills, practice and feedback they receive. *"Brainstorm facilitation is not just for Creative Directors it's for anyone with the power to call a meeting"* Matt Wright, Creative Director

Take both workshops for the Creative Full Monty and equip yourself with the skills you need to up the ante on your creative output, for an intense creative development session in one hit. Or just one - it's up to you.

We are recognised as experts in our field – Claire is a published author who has judged at the Cannes Lions International Festival of Creativity and many other award shows, and we are the only PR experts globally to be working with Cannes Lions in their learning academy in 2018. Please let us know if you have any questions about the training on 07917 132 672 or email lucy@nowgocreate.co.uk to book your place.

We look forward to seeing you there. Proceed with curiosity!



Founder, Now Go Create @nowgocreate

Author, [In Your Creative Element available to order from Kogan Page](#)

COURSE: HOW TO BE A CREATIVE NINJA, CENTRAL LONDON

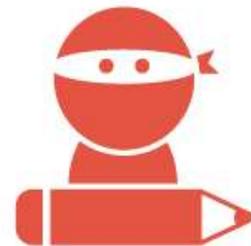
DATE: 12TH JUNE AND 18TH SEPTEMBER 2018

COST: FULL DAY INCLUDING LUNCH & 30 PAGE 'HOW-TO' CREATIVE BIBLE AND A COPY OF CLAIRE'S BOOK 'IN YOUR CREATIVE ELEMENT'

Creative Ninjas and Brilliant Brainstorm training £510pp + VAT per workshop
Book Creative Ninjas and Brilliant Brainstorm together £975pp + VAT saving £45

*Charity discounts are available: please contact us for more details

COMBINE THIS WITH FACILITATION OPEN TRAINING WORKSHOP ON 13TH JUNE OR 19TH SEPTEMBER IF YOU WANT THE FULL CREATIVE MONTY.



Hands-down, our most popular course. With an emphasis on fast results, we enable people to consistently think more creatively, whether they have 10 minutes, an hour, a day or a week. Recent feedback – “very inspiring” ... “100 per cent relevant”... “I have a raft of tools to help me as soon as I get back to my desk.”

3 REASONS WHY THIS WORKSHOP IS SO POPULAR:

1. Time is the number one barrier to creativity. Our Creative Ninjas leave knowing how to generate ideas quickly – and you’ll learn 10 killer ways to get creative juices flowing quickly.
2. Work in a small team? Stuck in a rut? We will help you generate fresh approaches to familiar problems.
3. Because creative thinking shouldn’t begin and end with group brainstorming sessions. We’ll show you a raft of proven, lesser-known alternatives.

Jade Cooke, Sales Manager, Netmums

“ I loved the variety of techniques and found I could apply most to my day to day work.” I’m so glad I came today. My creative confidence has been restored, I was surprised at just how creative I can be! ”

THE TRAINING INCLUDES:

- Key insights on creativity - your brain, a user’s guide. Explore how your brain works, barriers and approaches to creativity.
- Interrogating the brief, preparing & the creative brief – how do you get from the main brief to a brainstorm? Questions to ask and ensure you’re brainstorming the right thing. Incorporating wider influences into use of insight, trends, etc.
- How to structure a brainstorm. Explore the use of language, facilitation, warm ups & structure
- We break it down into 3 sections - generate ideas, nurture & evaluate and teach techniques for each that you will get to practice – a lot!
- We ask you to bring problems from your creative ‘to-do’ list (where appropriate for you in terms of confidentiality) to ensure you get the most of out of the time you spend.
- You will learn and practice techniques and approaches to overcome creative challenges. From “I need an idea right now” to ways to crack a creative challenge in an hour, 48 hours, a week or more. This is a practical session where you’ll try the techniques together in the morning and in the afternoon working in creative teams.
- Up your creative confidence by practicing and experiencing your creative spark and walking away with a bunch of great ideas.
- We will also share secrets from some of the world’s best advertising and PR agencies as well as successful creative companies from her book In Your Creative Element.

“BUT I’M JUST NOT VERY CREATIVE. CAN YOU REALLY TEACH CREATIVITY?”

Emphatically yes! The world is not divided into the creative haves and have-nots! We guarantee you will learn new ways to be creative whatever the challenge. Don’t just take our word for it...

“I think it was absolutely the best course ever I have attended. The techniques about creative thinking have changed my beliefs. I got so much valuable information and don’t doubt I will use it very often.”

General Manager, Prêt A Manger

**COURSE: BRILLIANT BRAINSTORM FACILITATION, CENTRAL LONDON
DATE: 13TH JUNE AND 19TH SEPTEMBER 2018**

COST: FULL DAY INCLUDING LUNCH & 30 PAGE ‘HOW-TO’ CREATIVE BIBLE AND A COPY OF CLAIRE’S BOOK ‘IN YOUR CREATIVE ELEMENT’

Creative Ninjas and Brilliant Brainstorm training £510pp + VAT per workshop
Book Creative Ninjas and Brilliant Brainstorm together £975pp + VAT saving £45

*Charity discounts are available: please contact us for more details

COMBINE THIS WITH OUR HOW TO BE A CREATIVE NINJA TRAINING ON 12TH JUNE OR 18TH SEPTEMBER IF YOU WANT THE FULL CREATIVE MONTY.

Great facilitators are the orchestra conductors of team creativity. They are able to support and enable the group to achieve creative results through enabling the optimum environment. They can foster trust and openness, involve everyone, adapt to different styles and make it fun and ok to take risks. Sometimes people disagree or get a little hot under the collar; great creativity facilitators know just how to manage the balance between heated debate that leads to fresh thinking and avoiding all-out war.



It’s essential you have some knowledge of creativity tools to get the most from this session. If you’ve never done any creativity training before then we recommend you do this in tandem with Creative Ninjas.

OBJECTIVES FOR THIS DAY:

- To understand the role and key skills of the facilitator
- Understanding different styles, challenges & phases in a group
- How to structure a session
- How to keep momentum
- How to deal with difficult and unengaged people
- Learn and practice the key skills of facilitation

BEING A BRILLIANT FACILITATOR – KEY KNOWLEDGE & SKILLS PRACTICED

- Understand role of the facilitator
- Attentive listening
- Questioning effectively
- Understanding different styles in a group
- Handling challenges in groups
- How to encourage group participation, deal with introverts and extraverts and maintain momentum
- Creating flow
- Building rapport
- Developing a creative attitude individually & in groups

“The best training I’ve done in 12 years.”

Director, London agency

“It was a really engaging day, great balance between participation and training.” Account Director, Top 10 PR agency

“I love the explanation of team dynamics – norming, forming & storming, how to use types of questioning. It was incredibly useful, very enjoyable and really helpful” Associate Director, PR Agency

“The creative techniques exactly answered what I set out to achieve. It was very inspiring and gave me a different point of view. I also loved Brilliant Brainstorm Facilitation and the two days worked perfectly together.”

Noran Eid, Business Development, News UK

For further information or to book please call 07917 132 672 or email lucy@nowgocreate.co.uk

Book a combination of workshops together for a discount. We also offer a charity discount. Email lucy@nowgocreate.co.uk to book your place or for more details.

ABOUT THE TRAINERS

ANAHITA MILLIGAN

Insight, Strategy & Creative – Anahita runs How to be a Creative Ninja

After a stint at Kids Company working as an Art Therapist Anahita decided to join the world of media planning, she started at PHD in 1997, working on the BBC and Waterstones, she then moved to Universal McCann to work on Bacardi-Martini and the launch of the Microsoft Xbox, winning several awards. In 2002 she moved to Manning Gottlieb OMD in communications planning working on brands such as PlayStation, winning a Campaign Media Award as well as heading up the COI team planning campaigns for the Training and Development Agency for Schools, Child Protection on the Internet, Disability Discrimination Act, Health and Safety Executive and the Food Standards Agency.

After three years she set up Manning Gottlieb OMD's creative problem solving unit, Ignition, where she worked with clients and agencies training them in the dark arts of CPS and creativity as well as running immersion and idea generation sessions. In March 2009 she was promoted to the Executive Board as Head of Strategy, Insight and Planning. Anahita now works with Now Go Create to deliver our strategy and creativity workshops. Anahita is also an expert facilitator and works with clients big and small to devise creative programmes and facilitate brainstorming.

CLAIRE BRIDGES

Chief Spark & Founder Now Go Create – Claire runs How To Be A Creative Ninja

Claire is an award-winning consultant and trainer who has worked for some of the biggest brands in the world. As a former Managing Director for one of WPP's creative PR consultancies Cohn & Wolfe, she had to be creative herself and nurture the skills in other people, day in, day out. She's pitched over 200 times winning business from global clients including Starbucks, Heinz, O2, Danone and Unilever and Evian, P&G, Kellogg's and many more during her 20-year career. Claire judged at the Cannes Lions Festival of Creativity in 2016 and 2014 – the highest accolade in the creative industries, and worked as a trainer and mentor at Cannes Lions 2015. Claire has also judged for PR Week Awards and The Sabre Awards as well as training for the PRCA. Claire has spent 3,000 hours studying creativity as part of her MSc in Creativity, Innovation and Leadership at City University London – she is one of only 55 people with this qualification in the UK. Claire shares the secrets that advertising and communications experts use to generate ideas in her training workshops. Claire has tutored thousands of people in quick and proven ways to be more creative. The courses have been described as *"a great way to demystify the creative process."* Claire's book on creativity and innovation *In Your Creative Element* was published in December 2016.

ELIZABETH LOVIUS

Facilitator, Trainer & Coach – Elizabeth runs Brilliant Brainstorm Facilitation

Elizabeth Lovius is an agent of change, inspiring people to achieve their true potential and shine – both at work and in life. She enables people through her compassionate support and honest, fearless challenge. Her clients say she brings vitality, clarity and insight – all backed up with analytical rigour. Her impact is proven to be powerful, immediate and sustainable. Elizabeth has 20 years' experience as a trainer, facilitator and coach, catalysing the transformation of individuals, teams and organisations. She facilitates workshops for leaders, trainers, facilitators and helps them to enhance their creative performance. Her clients include: The Body Shop, EBRD, IBM (UK & USA), Disney, itsu, ITV (UK & USA), Levi's, Pret a Manger (UK & USA), Price Waterhouse Coopers, UK Senior Civil Service, Reuters, Sony, White Stuff, Xbox, Xerox as well as at least a dozen leading media agencies including WPP brands. With a background in organisational change and training, Elizabeth is trained in transformational and performance psychology and accredited in psychometrics and NLP.

TERMS & CONDITIONS: HOW TO BECOME A CREATIVE NINJA AND BRAINSTORM FACILITATION TRAINING PROVIDED BY NOW GO CREATE LTD

How to pay

You need to pay the full amount at the time of booking. An invoice will be issued, payable by return. Please pay by Paypal or BACS and advise Now Go Create if a PO is required. Joining information will be sent to you on receipt of payment.

Now Go Create reserves the right to re-allocate the course place to another delegate if fees are not paid within 5 days of invoice or within 4 weeks of the course.

Cancellation Policy

We do not give refunds unless in the unlikely event Now Go Create has to cancel the training.

If the named delegate cannot attend we can transfer your booking to another person within your company. There is no refund or transfer if the delegate fails to attend the course.

Once booked, please notify lucy@nowgocreate.co.uk as soon as possible if you cannot attend.

Price:

Creative Ninjas and Brilliant Brainstorm training £510pp + VAT per workshop
Book Creative Ninjas and Brilliant Brainstorm together £975pp + VAT saving £45

*Charity discounts are available: please contact us for more details