



# **NOW GO CREATE**

**Creativity Training Courses  
& Workshops 2018**

# 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 ASOS, Bic, Sky Media, Vodafone and Innocent and groups and agencies including WPP, Havas Media, Engine, Creston amongst 100's of others.

100% of people tell us that our courses were relevant to their day-to-day work.

Our training sessions cover everything from the blank page onwards. From how to devise strategy to underpin your creative ideas and idea generation made easy, through to how to pitch your killer ideas once you've had them.

They are for everyone from CEOs to Account Execs: anyone who wants to be more creative and wants to enjoy the benefits that increased creativity will bring to their business.

## WE ARE EXPERTS IN CREATIVITY

We apply the latest academic thinking from our studies into creativity at MA level. We are specialists in the subject area using an academically researched approach to add science and rigour to the creative process. Our starting point is that everyone can be better at creative thinking.

We have designed our practical and engaging courses to enable people to do just that.

“But I'm just not very creative.”

“Isn't creativity a matter of nature vs. nurture?”

“Can you really teach creativity?”



These are questions we often hear at the start of our training courses. At Now Go Create we believe that everyone IS creative, and in the same way you might be a morning or afternoon person, or like the big picture versus the detail we all have preferences about how we express our creativity.

Research has shown that innovative companies embrace diversity of thinking and create whole-brained teams.

It is not a case of creatives vs. non creatives. We offer individuals and organisations ways to learn new skills and problem-solving techniques as well new behaviours in order to be creative every day. We've trained nearly 10,000 people over the past 5 years.

We love taking people from an "I'm not creative" mindset to believing they can do it and then watching them fly.

# COURSES AT A GLANCE



## BECOME A CREATIVE NINJA

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. We use your live project briefs to ensure that you get the most out of the day. You will walk away having unlocked a new skill set and you'll have nailed a tricky creative problem.



## BECOME A STRATEGY NINJA

The word strategy has the power to intimidate & confuse. This training covers how to devise a strategy following a clear process with tools to help at each stage, as well as case studies and practical help.



## CREATIVE REVIEW E-LEARNING MASTERING CREATIVITY

Our new 6 part e-learning course in partnership with Creative Review. The CPD accredited, carefully curated content will increase your confidence in your creative abilities to enable you to generate, articulate and sell your ideas, as well as helping you to develop a creative culture within your own organisation.



## STORY TELLING

In a world where we are surrounded with noise, how can we use the tools of master storytellers to make our messages stand out? In this interactive and practical workshop, participants will learn how to tell stories for personal impact. They will learn the craft of storytelling in order to: influence more effectively at work, sell their ideas and understand the relevance of storytelling for brands.



## BRILLIANT BRAINSTORM FACILITATION

Great facilitators are the orchestra conductors of team creativity. They support and enable the group to achieve creative results through enabling the optimum environment. This advanced course helps people to foster trust and openness, involve everyone,



## CREATIVE LEADERSHIP

Creative leadership is the ability to bring together the individual talents and skills of your creative workforce and to ensure that the organization knows how to lead, manage and reward creative behaviours. We have bespoke options to help you drive a creative culture and sustain it for the long-term.



## BECOME A PITCH NINJA

Great presentations are about 3 fundamental things – the content, the presentation itself and most importantly the presenter. The focus for this programme is to enable participants to feel super-confident whatever they're presenting.



## SNACKABLE COURSES

People learn in different ways and these short, impactful, immersive experiences are a great way to engage. We offer short, bite-size sessions on core creativity-related topics like self-belief, confidence and collaboration. These typically run for 60-90 minutes or combine them for a mixed approach.

# BECOME A CREATIVE NINJA

## 1/2 OR 1 DAY COURSE

with **foundation** and **advanced** levels.

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”... “It was great, and not just for creatives” – was a reminder of just how game changing our Creative Ninja courses can be.

What makes this course such a hit is that we use ‘live’ business challenges or existing client briefs supplied by you to ensure that you get the most out of the day. Not only will you walk away feeling like you have unlocked a new skill set, but you’ll leave having nailed – or at least started a new line of thinking on – a tricky creative problem.

Far more than a quick fix, though, our Creative Ninja courses ensure you leave with an understanding of how different issues benefit from different approaches and time scales. During the course you will learn and practice techniques and approaches to overcome a wide spectrum of creative challenges, from “I need an idea right now” to much tougher nuts to crack that will need many weeks of sustained creative thinking.

We’ve trained over 8,000 people including to become Creative Ninjas, including sales teams at Sky Media, comms teams, ops directors and many London and global PR and digital agencies.

## AT A GLANCE

**Name of course:** Creative Ninjas.

**Who is it for:** everyone! We offer foundation and advanced programmes.

**Duration:** 1/2 or full days in-house, or open training in Central London.

**By the end:** participants will be armed with a wealth of practical tips to help initiate, direct and inspire creative thinking. They will also have a better understanding of how to evaluate ideas and move them forward. Our advanced course will arm you with an introduction into sophisticated ways of thinking about your challenges.

**Where:** At your location (included in cost) or a Central London venue (at additional cost).

New for 2018 - we now offer **2 levels** of this course - our **foundation** level Ninjas will give your team an introduction to creative thinking models and tools with plenty of practice. Once your team has got to grips with an initial range of tools you can follow this with our **advanced** skills which will add to the toolkit, introduce how to use and unpack trends to inform creative ideas, an introduction to storytelling and behavioural insights to add to your strategic and creative arsenal.

**We run this highly regarded course in-house and will also be holding 1-day open training courses for individuals on 21st Feb in Central London. Places are limited and we always sell out! Combine this with our Brilliant Brainstorm Facilitation if you want the full creative Monty.**

## WHAT YOU WILL LEARN

### FOUNDATION LEVEL

- Key insights into the science of creativity: explore how the brain works and understand common obstacles to creative thinking
- Use science and research to determine what the best tool for the problem is rather than guesswork
- Process to help you get from the main brief to a productive brainstorm
- How to structure a brainstorm, exploring the use of language, facilitation and warm-ups
- How to ensure that your brainstorms are structured to help generate, nurture and evaluate ideas
- The golden rules of brainstorming, including staying focused on the topic, encouraging wild ideas and deferring judgement
- Up your creative confidence

“It was hugely useful. Very interesting to note that great ideas that seem left field are in fact born out of a structured approach. “Brainstorm” seems too random-a-word now. The techniques we were shown were applicable to a diverse set of tasks and versatile making them easily transitioned to any scenario. The delivery was concise and clear without feeling rushed. Thoroughly enjoyed.

**3 Monkeys Communications**

## WHAT YOU WILL LEARN

### ADVANCED LEVEL

- Assess where you are now in relation to your creative toolkit and confidence
- Build on your toolkit with new problem-solving tools
- An introduction to the art of storytelling and how to apply it to your campaigns
- Consider how macro trends can influence your work
- Learn the principles of behavioural economics and consider how to apply them to your challenges

“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, The Times & Sunday Times, News UK**

## 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 we have 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.

## E-LEARNING MASTERING CREATIVITY

### AT YOUR OWN PACE

Mastering Creativity is a CPD accredited six-part video-based online programme designed to help you unlock your creative potential.

Whether you are a few years into your career or a seasoned pro seeking to take your creative skills to the next level, the carefully curated content will increase your confidence in your creative abilities to enable you to generate, articulate and sell your ideas, as well as helping you to develop a creative culture within your own organisation.

### AN ONLINE LEARNING COURSE FEATURING:

- 6 hours of on-demand video lectures available in bite-sized chunks covering everything from idea generation to evaluating and selling your ideas
- Access to Creative Review online, as well as a copy of Claire Bridges' ebook *In Your Creative Element* (which is yours to keep)
- Exclusive video content from world leading industry experts, including Sir John Hegarty, Jim Sutherland and Caroline Pay
- Monthly interactive Q&A sessions with Claire Bridges
- A flexible learning platform designed to fit in with busy working schedules

### WHAT YOU WILL LEARN

Mastering Creativity will give you the chance to:

1. Learn strategies for tackling the blank page, including how to develop and write a great creative brief
2. Understand and develop the creative mind-set and become more confident in your ability to sell ideas
3. Find ways to feed your inspiration and make the best use of practical tools
4. Form a clear and shared definition of why creativity matters for yourself, your team and your business
5. Gain an understanding of the factors that allow creative companies to consistently thrive

In the modern, competitive world of business, creativity is essential to success.

**Forbes**

**FIND OUT MORE & ENROL HERE:**

**[WWW.CREATIVEREVIEW.CO.UK/MASTERING-CREATIVITY](http://WWW.CREATIVEREVIEW.CO.UK/MASTERING-CREATIVITY)**

# BRILLIANT BRAINSTORM FACILITATION



## 1 DAY COURSE

Creativity facilitators are the orchestra conductors of team creativity, arguably one of the most vital members of your team. Without them – and the delicate pair of hands they bring to your brainstorming sessions – creativity meetings can quickly collapse. Or go round in circles. Or leave everyone feeling drowned out by the loudest person in the room.

A properly trained creative facilitator will support and enable the group to achieve maximum creative results – and could quickly become your secret weapon. Facilitation is such an important skill and is well within the grasp of so many people, and yet most companies take the ‘let’s just have a meeting’ approach, or pick a random, untrained facilitator, often with disappointing results.

With an understanding of the optimum environment needed to keep participants engaged and in the right frame of mind, a trained facilitator can foster trust and openness, involve everyone, adapt to different personalities and make it fun and OK to take risks. They help ideas to bounce around the room, picking up momentum as they go – and make brainstorming rewarding for everyone.

They also understand that it is completely normal when people disagree or get a little hot under the collar, but a great creativity facilitator knows just

## AT A GLANCE

**Name of course:**  
Brilliant Brainstorm Facilitation.

**Who is it for:** intelligent, diplomatic members of the team who would enjoy/benefit from becoming a creative lynchpin for the group.

**Duration:** 1 day – in-house or on designated dates at a training centre.

**By the end:** participants will be able to facilitate group-brainstorming sessions that include and engage the whole team and result in a steady flow of fresh ideas.

how to manage the balance between heated debate that leads to fresh thinking and avoiding all-out war.

We use proven brainstorm facilitation techniques and combine these with our understanding of group dynamics and the psychology behind creativity and innovation. We’ve only learned from the best, studying on the MA Innovation, Creativity & Leadership course at City University with some of the leading experts in the world of creative thinking.

Brainstorm facilitation is not just for Creative Directors it’s for anyone with the power to call a meeting.

**Matt Wright, Creative Director**

The best training I’ve done in 12 years.  
**Director, top 10 London agency**

Excellent day and enormously helpful to me personally. Really changed the way I thought about facilitation and also our team and how we work together. The practical sessions of our own facilitating were especially valuable. Not a thing I would change!

**Course participant, design agency**

## WHAT YOU WILL LEARN

- The role of the facilitator
- The art of attentive listening
- How to question effectively
- An understanding of different communication styles within a group
- How to handle awkward situations
- How to encourage group participation
- Tips to bring introverts into the fray
- How to get the best out of extroverts
- Ideas for maintaining momentum and creating flow
- Suggestions for building rapport within the group so that participants will look forward to the next session

We run this course in-house for four or more people. We will also be running our Brilliant Brainstorm Facilitation course as a 1-day open training event for individuals to attend in Feb 2018 at a central London venue. Combine this with our Creative Ninjas training on if you want the full creative Monty!

## IDEO

Regularly voted one of the most innovative companies in the world.

## 5 PRINCIPLES OF BRAINSTORMING:

1. Stay focused on the topic
2. Encourage wild ideas
3. Defer judgement
4. Build on the ideas of others
5. One conversation at a time

# BECOME A PITCH NINJA

## 1 DAY COURSE

Whether it's a pitch, client presentation or a staff meeting, delivering a memorable presentation requires you to be equal part psychologist, creative, strategist, salesperson and actor. No small task.

This course is for those who want to deliver presentations more effectively.

Ideally suited to anyone who currently dreads standing up in front of an audience or secretly knows they could be better, the course will help you learn how to overcome presentation anxiety, be unflappable and unstoppable, to appreciate the importance of preparation and arm you with tips and tricks to turn yourself into a commanding performer.

The day is very interactive, with delegates practicing presenting all day in short exercises leading to a 5-10 minute presentation. We've found that it's an enjoyable, low-risk way for people to slay their presentation gremlins and see themselves progressing at a rapid pace. As a result, they leave with a newfound self-confidence and feel far better equipped to present in an engaging way.

## AT A GLANCE

### Name of course:

How to become a Pitch Ninja

**Who is it for:** key members of the team who would benefit from sharpened persuasive powers and/or anyone who presents or pitches regularly. We've worked with Boards and execs.

**Duration:** 1 – 2 days – in house.

**By the end:** presentation skills will be noticeably improved and presentations will be more effective thanks to a newfound understanding of exactly what is needed to keep an audience engaged and on-side.

Have you got an "obnoxious roommate living in your head?" You have to address underlying potentially limiting beliefs if you want presentation skills training to stick.

We include an hour-long session with a leading mindset coach to tackle limiting beliefs from 'I'm just not a very good presenter' to 'people don't respect my opinions.' We practice replacing your inner critic with your inner coach and building confidence.

## WHAT YOU WILL LEARN

- How to hone your messages to create a killer pitch
- The importance of preparation, with tips on how best to prepare and how to know you're ready
- How to understand what the audience wants and what they are expecting – and how to recognise and make the most of shifting moods
- What to do to make it rewarding for the audience
- The language of influence and how to sell your brand, your products and yourself
- How to make yourself bulletproof in the postpresentation
- Q/A session
- The art of using metaphor and story-telling for impact
- How to structure content for maximum clarity and to make sure it progresses in a logical way
- An understanding of different audience types
- How to psyche yourself up for the performance of a lifetime
- Be rehearsed, look spontaneous

The work with us on our presentation skills and board development has made a strong impact on every individual, due to the high focus on giving direct feedback but within a supportive environment. Spirited and inspirational.

**Victoria Hodge, Culture and Communications Director, White Stuff**

10/10. All very good stuff. The facilitator really knew her stuff, so I felt confident in going with her advice. She was patient and accommodating throughout. Some of the tips were really useful. I liked the Twitter headline idea, as well as making sure you had three key points. Highly recommended!

**Aaron Parker, The Real Adventure**



## WHAT MAKES A GREAT PRESENTATION?

Great presentations are about 3 fundamental things:

1. Preparation
2. Content
3. Delivery – you!

*\* All of these are at the heart of our How to become a Pitch Ninja course*

# BECOME A STRATEGY NINJA

## 1 DAY TRAINING

The word strategy has the power to intimidate & confuse. The ability to think strategically is a skill that is often left to chance with people rising through the ranks and expected to know how to do it by osmosis. Whilst it's tempting to dive straight into generating solutions they often won't stack up without rigorous thinking & interrogation of the problem at hand.

This training covers how to devise a strategy following a clear process with tools to help at each stage, as well as case studies and practical help. Expert trainer, Anahita Milligan is ex Head of Strategy at the award winning planning agency Manning Gottlieb, has devised creative strategies for brands including Playstation and the UK Government and will help your and your teams to develop robust approaches.

“Everyone has a plan until they get punched in the mouth.”

**Mike Tyson**

## WHAT YOU WILL LEARN

You will gain a clear understanding of what good and bad strategy looks like, and how to devise a great strategy against a live project. We'll work through tools for strategy development, against the core areas that make up a good strategy:

1. How to undertake a diagnosis of the problem – interrogate the problem, simplify and work out what's critical and prioritise using great questions, insights, audience data, trends
2. Create the strategy to deal with the difficulties/opportunities
3. Devise a set of coherent actions to deliver the strategy
4. Plus we'll explore how to sell your strategy

We ask you to bring 'live' business challenges to ensure you get the most out of your time commitment and use the process and tools in context.



## WHO'S IT FOR?

**Do you need to devise a:**

- PR strategy?
- Communications strategy or plan?
- A creative strategy?
- Digital or social media strategy?
- Marketing or brand strategy?

Perhaps you are an in-house communications team and have to devise a strategy to exploit an opportunity, announcement or sponsorship, or a PR agency out to win more competitive new business pitches. Or maybe you're a team leader who has to work out the best way to tackle an issue and manage your resources to get there. This course will help you do that.

“Developing PR strategy is a core part of the job as you rise up the management ranks and great strategy is at the heart of all good campaigns. We worked with Now Go Create to develop the team's skills in this area with impressive results. The team loved the practical, hands on nature of the course, getting stuck into a live agency business challenge meant that no time was wasted and the outcomes of the day were immediately applicable to our client work. Our team of ADs and Associates universally loved it with one even saying it was the best course they'd ever been on! It's helped to harness great agency thinking and sharpen insight from the minute the training finished.”

**Jess Owen, MD, Kazoo**

“I wish I had had this training sooner. I loved the case studies and examples of how to apply strategy in both client and personal situations. 10/10!”

**Account Director, Healthcare**

# STORYTELLING MASTERCLASS

## 1 DAY COURSE

In a world where we are surrounded with noise, how can we use the tools of master storytellers to make our messages stand out?

In this highly interactive and practical workshop, participants will learn how to tell stories for personal impact. They will learn the craft of storytelling in order to: influence more effectively at work, sell their ideas to clients and stakeholders, and understand the relevance of storytelling for brands.

Great stories have the power to engage, move, make difficult subjects easy to grasp. We are all storytellers now with Twitter, Facebook and social media imploring us to share. This workshop will appeal to anyone who wants to participate in an immersive learning experience and will be of interest particularly to anyone working with brands and looking for new ways to speak to translate corporate messages into the real world.

Our art of storytelling course with immersive theatre company Punchdrunk was a rip-roaring success and we've been working hard on finding the right partner to work with us on this new course. We're delighted to partner with the mighty talented Max Dickins - a professional storyteller who shares his hard-won insights into the craft of storytelling, learnt at the coal face on stages across the UK and beyond.



Max started his career as a radio presenter for Absolute Radio, spending two years behind the mic with his own show. He was nominated for a prestigious Sony Radio Award in the process. On the stage he works as a stand-up comedian, and his third solo-show 'My Groupon Adventure' was a sell-out smash hit at the Pleasance Courtyard at the Edinburgh festival in 2014. His current work includes as a playwright includes The Man on the Moor, his one-man play which was a critical hit at the 2017 Edinburgh Festival. As an actor and writer he has a myriad of TV and radio credits on both sides of the Atlantic, working with BBC2, E4 and Sky1 amongst others.

This course runs for up to 20 people, with 15 as the ideal number to take part. We can run it at your office location or at a suitably theatrical London venue for added oomph!

## WHAT YOU WILL LEARN

- The power of stories: understand the science that explains why stories are the most powerful communication tool around.
- Essentials of structure: we teach the shape that is common to every great story to make your message as punchy as possible.
- The toolbox: practical story telling hacks that you can use straight away to tell brilliantly engaging anecdotes.
- Applications: understand the different sorts of stories you can tell in business, and when you need them.
- Discover the essence of great story-making
- Learn the craft of creating emotional experience for an audience
- Translate the art of story to your world - your brand, product, organisation, yourself

## WHAT PEOPLE SAID ABOUT OUR PREVIOUS STORYTELLING WORKSHOPS:

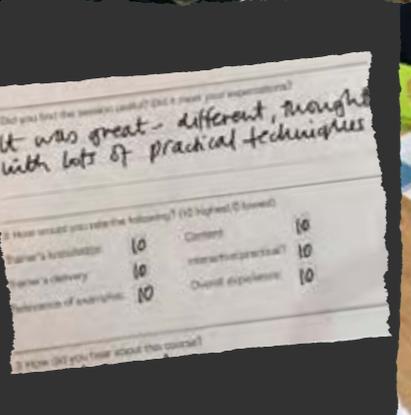
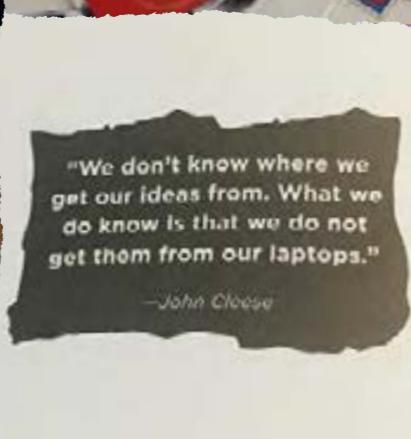
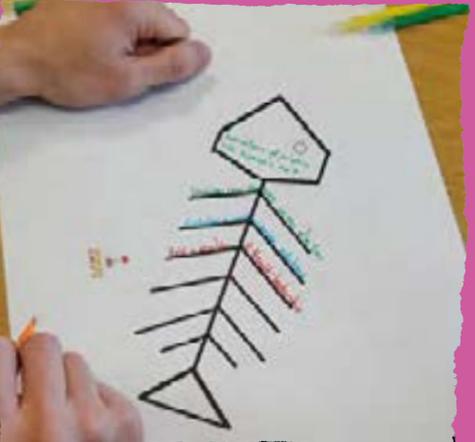
Invigorating, thrilling, fun, useful, enjoyable & outrageous.

I genuinely feel like the workshop helped me unlock a much deeper level of creativity and audience understanding.

Incredibly valuable.

**YOU CAN DOWNLOAD OUR FREE STORYTELLING HACKS AT OUR WEBSITE NOWGOCREATE.CO.UK**





# CREATIVE LEADERSHIP

We work with businesses and individuals to develop creative leadership skills. The charge for creativity must come from the top of the organisation and we work at executive level to tailor bespoke programmes to create and foster a creative culture. There are so many factors at play that this work is always tailored to the needs of the business we are working with.

We run leadership programmes focused on delivering creative excellence. We're currently working with the Creative Directors at several London agencies to develop their skills and lead

changes working with their boards and HR teams. We're creating a toolkit to roll out into a 80-strong business and running a year-long programme for a 60-strong in-house team involving the VIEW, Creative ninjas, Brainstorm facilitation and building an internal team to drive creative change within their world-famous business. We always start with a creativity audit to assess where you are and work together to get you there.

Contact [claire@nowgocreate.co.uk](mailto:claire@nowgocreate.co.uk) to discuss how we can help you.

At Mischief, we believe Creative is a culture and not a department. Claire and her team, get this. Their focus was on driving creative behaviours, we saw the difference immediately and continue to see the impact daily.

Frankie Cory, CEO, Mischief

**WHAT IS CREATIVITY?**

Dr Ruth Noller's formula

$$C = fa(K, I, E)$$

Creativity = Knowledge, Imagination, Evaluation

## SUCCESSFUL CREATIVE LEADERS:

- ✓ Foster trust and openness
- ✓ Give employees freedom
- ✓ Offer challenge and involvement  
Allow for playfulness and humour Devote idea time
- ✓ Encourage debate
- ✓ Manage conflict
- ✓ Support risk-taking / tolerate ambiguity even for a short while
- ✓ Support ideas

Credit: Ekvall & Arvonen



# SNACKABLE WORKSHOPS

Here at Now Go Create we know that people learn in different ways and sometimes a short, impactful immersive experience is the way to engage. We also offer shorter, bite-size sessions on core creativity-related topics like self-belief, confidence and collaboration. These typically run for 60-90 minutes and work well as lunch and learn sessions.



ASOS team members getting stuck into improv during their Festival of Learning

## THINKING ON YOUR FEET

Facilitated by 2 or more professional performers, this fun and interactive session will share how the principles and skills of improvisation can help the delegates to come up with lots of brilliant ideas, super-fast.

Trying improv comedy techniques in a playful way encourages collaboration, creating there and then in the moment, problem solving on the fly. You have to listen and be open to new ideas – all very helpful for creativity and team building. But don't worry: they won't have to perform! Improvisation is like yoga for your soft skills: if yoga makes your body more flexible, then improv makes your thinking more agile. Attendees will leave the room with a spring in their step, greater creative confidence, and with some new techniques to pep up their creative approach.



## GOODBYE INNER CRITIC, HELLO INNER COACH

The internal voice and the way you talk to yourself in your head is called internal self-talk. If yours helps to inspire you to greatness it's known as 'positive internal self-talk'. But if it stops you from achieving what you set out to do, it's called 'negative internal self-talk'.

This confidence-building workshop helps people to tackle limiting beliefs such as 'I'm just not very creative' or 'people don't respect my opinions.' Participants work with a leading mindset coach to understand how to get out of your own way with practical exercises.



## CLAIRE BRIDGES BELIEF KEYNOTE

Self-belief is a fundamental element for creativity. Without self-belief we self-censor, shut things down, don't speak up & talk ourselves out of ideas before they've even had a moment to breathe. This TED-style talk promotes creative thinking and how to adopt a creative mindset, using Claire's insights from 20 years working in the creative industries with world-famous brands, and interviews with creative leaders and experts.



## CREATIVE SAFARI

We've been called the "look down" generation. We are now constantly looking at our smartphones where once we looked out at the world and each other. So join us for an immersive experience to take a little time out from your day-to-day for deliberate creative thought. It's about problem-solving and learning by walking about in a group, talking, drifting, watching and wandering.

We've been to The Design Museum, walked the streets of Antwerp, visited The Tate, food tasted at Borough Market and meandered around The Serpentine. Get up, get out and get inspired.

# LET US TAKE THE STRAIN

## BRAINSTORM FACILITATION

Now Go Create can help maximise the output from a workshop, team brainstorm or away day. We use proven brainstorm facilitation techniques, and combine these with our understanding of group dynamics and the psychology behind creativity and innovation.

The concept of a group of people sitting in a room brainstorming ideas was defined in the 1940's by

ad man Alex Osborn in his famous book "Your Creative Power". Whilst some people's idea of a great session might be 'brainstorm, room one, 5 minutes' it doesn't really cut it on many levels.

That's why we offer to plan and run a productive and prolific idea generation session for you to allow you to focus on the job in hand.



Working with Now Go Create has been a fantastic experience. It has transformed the way we brainstorm and helped us generate a huge amount of ideas... not just ideas but different ideas. The team has come together and worked closely in a different way, it helped us forget our pressing tactical and functional activities for a few hours and made us think big, longer term and creatively. We not only found it a very productive way to think about our next initiatives but everyone found it very enjoyable.

**Massimo Ghislandi, SDL**



You guys were fantastic. I liked the fact you just 'got it', obviously creative PR pros and delivered exactly what I needed. In the end we got basically a portfolio of ideas which worked well as they escalated.

**Group MD, London**

## PITCH BITCH

The Now Go Create Pitch Bitch service offers everything from generating killer ideas to facilitating brainstorms, creating presentations to your spec to rehearsals with your presentation team. Think of it as a covert emergency service, a kind of roadside assistance for agencies who are grown up enough to understand that there's nothing wrong with getting some outside help in sometimes. Contact us if you need a hand.



# OUR OWN CREATIVE PHILOSOPHY

## WHAT DOES IT TAKE TO BE CREATIVE IN BUSINESS?

This is the question this new book *In Your Creative Element* sets out to address.

Claire Bridges, Founder of Now Go Create has written a new book – *In Your Creative Element* – the formula for creative success in business – to help readers identify a personal creativity formula for success. It provides personalised insights so that readers can develop their knowledge and skills and their own formula to unlock creativity and apply it in any context.

Backed up by academic research, as well as her own personal experiences from her 20 year career working in PR and communications for some of the world's biggest brands, Claire has identified 62 elements that affect creativity and created a unique 'Periodic Table of Creative Elements'. This simple framework adds logic and science to the concept of creativity and can be used by anyone to explore which creative elements are most important to them

and to transform their approach to creativity in business and beyond.

*In Your Creative Element* is highly practical, packed with case studies, exclusive interviews and tips from creative experts and organisations including Google, Netflix, Pixar, the NHS, the United Nations and Twitter. Some of the world's most successful advertising and PR agencies (including the most awarded creative PR agency in the world 2016 Unity PR) also reveal their secrets to building a culture for creative success.

Contributors include Now Go Create collaborator and leadership expert Elizabeth Lovius who has worked with rockstar CEO's and leading business people to help them with their 'A' game. Claire uses the book as a framework to assist with all her courses.

Claire demystifies the chemistry of creativity with practical tools & advice in this book. By openly sharing her own experiences, Claire gives inspirational tactics & exercises to unlock creativity in everyone. She lifts the bonnet on creative thinking, and shares the secrets of today's creative masters. She democratises the power of creativity, and makes us all experts in original thinking & ideas. Need encouraging & empowering advice to get started on new idea generation? This is the book for you.

**Paul Davies, Marketing Director, Microsoft**



## THE NEW CORPORATE BIBLE

**Steve Latham**

Head of Talent and Training at Cannes Lions Festival of Creativity



# MEET THE CORE TEAM

## CLAIRE BRIDGES Chief Spark & Founder, Now Go Create



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 spent around 2,000 hours studying creativity for the MSc in Creativity, Innovation and Leadership at Cass Business School,

London and is one of only 55 people in the world to hold this qualification. Claire is the author of In Your Creative Element, her book on creativity in business which regularly features in the bestseller lists on Amazon.

Claire shares the secrets that advertising and communications experts use to generate ideas in her training classes, 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".



## LUCY FRANCIS Rockstar PA

Lucy is probably the first person you'll speak to when you contact us. She is our right-hand woman, organiser extraordinaire and font of all knowledge. If you have any questions about how our courses run, content, prices, availability or anything else then give her a shout [lucy@nowgocreate.co.uk](mailto:lucy@nowgocreate.co.uk)

## ANAHITA MILLIGAN Trainer & Brainstorm facilitator



Anahita Milligan has a media planning background at Board Level, working for PHD and Universal McCann where she worked on Bacardi-Martini and the launch of the Microsoft box, winning several awards.

At Manning Gottlieb OMD she worked in communications planning for PlayStation, winning a Campaign Media Award as well as heading up the COI team planning campaigns for the Training and Development Agency for Schools, Health and Safety Executive and the Food Standards Agency. She then set up Manning Gottlieb OMD's creative problem solving unit, Ignition, where she worked with clients and agencies training creativity as well as running

immersion and idea generation sessions. Her final role there was on the Executive Board as Head of Strategy, Insight and Planning. In short she is a crack hot strategist with bags of experience at a senior level!

Anahita runs our strategy training and loves to facilitate any challenges you may have too. We have an extended team of world-class trainers and facilitators on-hand to deliver our courses and we travel all over the world. Your trainer will be hand-picked depending on your sector and brief. We work across consumer, healthcare, corporate and tech PR and comms agencies as well as working with household name brands.

We are recognised as experts in our field - Claire is a PRCA accredited trainer and we've judged for PR Week, the Sabre Awards, PRCA National Awards and on the PR Jury at the Cannes Lions Festival of Creativity - a career highlight and rare accolade! Claire also works as part of the training faculty at Cannes every summer working as a trainer and mentor on the Masters of Creativity week-long programme alongside the best creative talent in the world.

## WE'D LOVE TO DISCUSS ALL OUR BRIGHT IDEAS WITH YOU.

Contact [claire@nowgocreate.co.uk](mailto:claire@nowgocreate.co.uk) or [lucy@nowgocreate.co.uk](mailto:lucy@nowgocreate.co.uk) or call us on 07917 132672 if you'd like a chat about all things creative.



# WHAT PEOPLE SAY



Claire on stage at the Cannes Lions Festival of Creativity 2017



## VALUABLE INFORMATION

I think Creative Ninjas 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 I don't doubt I will use it very often.

**General Manager,  
Prêt A Manger**

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## USEFUL TOOLS

The Creative Ninja session was one of the best training days the team have undertaken. Not only did we get the chance to learn more about ourselves and the way we operate as a team but we also came away a bunch of useful tools that we're now using to optimise performance. I used one of the techniques to work out a way to deliver a 'culture' presentation and it went really well!

**John Cooper, Commercial  
Director, Confused.com**

## NEW TECHNIQUES

Creative Ninjas was great! My expectations were exceeded. I found the theory interesting and loved learning new techniques. Overall the facilitation, relevance and pace were excellent.

**Helena Wiltshire,  
Head of PR,  
Save The Children**

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## REALLY ENGAGING

Thank you very much for today's presentation skills workshop – it was really engaging and thoughtful too. I'm genuinely looking forward to trialling some of the new tools and techniques over the next few weeks; I just hope we don't all bring tears to our audiences' eyes every time we present!

**Director,  
White Stuff**

## UNLOCKING CREATIVITY

I genuinely feel like the workshop helped me unlock a much deeper level of creativity and audience understanding.

**Storytelling  
workshop participant**

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## AMAZING

The Creative Ninjas course had a profound impact on how I will work going forward. Amazing. I loved all of it and the only thing I would change is to have more of it!

**TV Producer**

**“The Now Go Create creative training programme is proving to be a great success within Sky Media. Claire has done a fantastic job, tailoring the programme to our specific needs and objectives whilst making it fun and stimulating too. We are reaping benefits in the way we approach briefs, and we have a team of enthusiastic ambassadors leading the charge across the business.”**

**David Shore** Head of Business Development, Sky Media



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