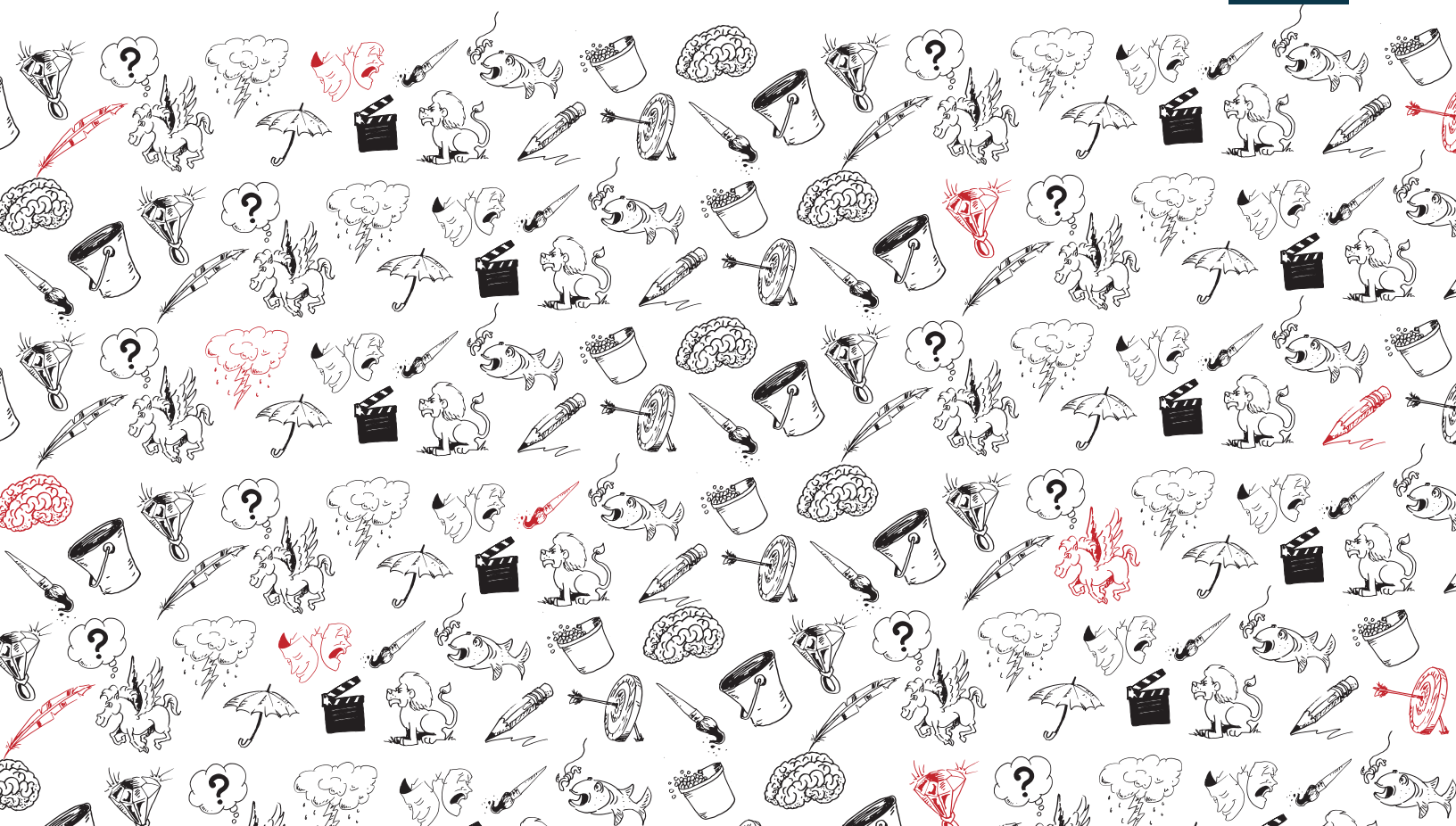


Imagine



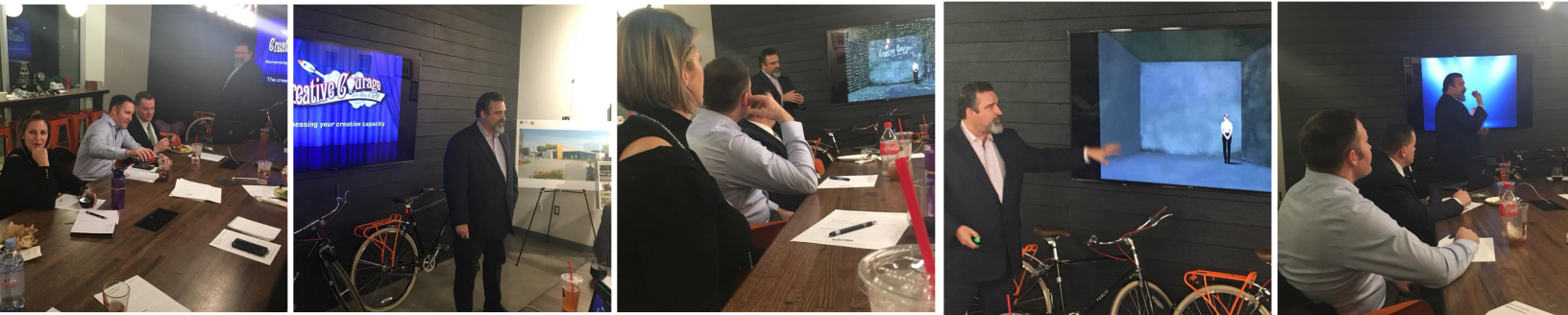
THE PROGRAM

VISION

Creative Courage aims to inspire creativity in anyone who believes they are not creative and provide the inspiration to become more innovative and share what they've learned.

MISSION

The mission of the Creative Courage workshop is to elevate the importance of creativity in every aspect of life including education, business, politics and culture, and in doing so, elevate the overall quality of life.



Creative Courage is a workshop designed to demystify the idea of the individual and group creative process and discuss creativity as a necessary problem-solving skill. Creator Alex Raffi believes if people realize the creative process is not exclusive and is readily available to anyone willing to use it, the wall keeping them from tapping their creativity will eventually crumble.

As people get older, they generally tend to discourage themselves from reaching their full potential because they are afraid to fail. A need to place value on results and to compare accomplishments to those of others arises. Creative Courage fights these demotivating factors and encourages people to harness the creativity they once had as children and use it in their business and personal lives.

Creative Courage has been conducted throughout Southern Nevada at:

- Zappos.com
- The Henderson Chamber of Commerce
- The Charter School Association of Nevada
- SMPS Las Vegas
- The American Institute of Architects Las Vegas
- The American Marketing Association of Nevada
- The University of Nevada Las Vegas
- Nevada State College
- Clark County School District
- Orange Coast College
- The LABMAN2014 event
- Various other schools and businesses throughout Nevada.

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Creative Courage is a fully customizable workshop has the flexibility to cover a wide variety of subjects. The following is a list of the various themes that creative courage has been used for:

EGO

PERCEPTIONS

of creativity

IQ
VS.
CQ

Where do **IDEAS** come from?

CREATIVITY
is biological

PROBLEM solving

Leadership **VALUES**

Fear of **FAILURE**
or **JUDGMENT**

The stifling of **CREATIVITY**

The **PROCESS**

So you say you're
not **CREATIVE**

STATISTICS on creativity

CHANGING the room

Make **NUANCE**
a goal

Creative
EFFICIENCY

INSPIRE people

INSPIRATION

Your moment of
DISCOVERY

The
IDEA
arc

FUN
is
good

AMENDMENTS

to old ideas

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Imagine





Q: Why should people care about being more creative?

A: It's a matter of being better problem solvers. Being able to identify more qualified opportunities is a skill we all have and can improve. Being more creative will make you more innovative in virtually every aspect of your life.

Q: How did you come up with the idea for Creative Courage?

A: The name comes from my view that the only thing that doesn't inspire creativity is fear. I've spent most of my life finding ways to inspire creativity in myself, and, since starting Imagine in 2000, trying to inspire creativity in others. What I've found to be true on the topic tends to also be true for others. The workshop is a result of expressing that idea.

Q: One of the themes of Creative Courage is to plan “the fun” in a business environment. Can you provide an example of how a business has “planned fun” in the workplace?

A: Creativity is a powerful tool we take for granted. We tend to forget it is at our disposal at every waking moment of our lives. For example, when you schedule an event that creates an enjoyable feeling, it helps clear out the cobwebs and get you and your team back on track. It's difficult to remember to do this. That's why scheduling it can help stimulate a more nurturing environment for the creative process.

Q: In your business (a marketing/communications firm), it's easy to see where creativity comes into play. How can it be used in a typically non-creative workplace?

A: The creative process is simply “problem solving.” Creating an environment in any workplace that respects and nurtures the process of problem solving will result in a more innovative and efficient workplace. I believe that if people feel valued and inspired at work, they will come to work for more than just a paycheck. They become vested in the success of the company or organization.

Q: Your workshop was originally intended for business professionals. Why are you now also presenting it to youth?

A: Young people are in a unique situation. They are vastly more creative than most adults, but they are forced into a system that is designed to limit creative potential through perceived expectations and forced priorities. Fear of failure is a common problem in youth. I believe they need to hold on to the wide-eyed amazement they are born with for as long as possible.

They also remind me of how much of the creative process we've lost as adults. The early stages of our lives define who we are. I believe encouraging students to hold tight to their creative potential for as long as they can is an important message for them to carry with them as they grow.



TESTIMONIALS

"The Creative Courage workshop was not only informative, but also beneficial to me and the Zappos Content team. Alex did a fantastic job of helping us understand that some of our "creative limitations" are a result of our perspectives. We had been looking at creativity from a linear/singular view, but creativity is multidimensional. We have already implemented some of the practical examples he provided us, like storyboarding, in order to harness our creativity and take it to the next level. The biggest takeaway was that creativity is like a muscle, and like all our other muscles, we have to exercise it, or it will atrophy."

Angela Chege,
Content Department Manager Zappos

"I don't remember enjoying any 'business' event more than the discussions we had this morning. It was a great group, and you led the discussion in a way that tapped into a lot of pent up creativity. You sure got me thinking about things in a different way."

David G. DeMott,
Business Risk Counselor, Fitzgibbons & Associates

"The YES, Inc. classroom at Foothill High School would like to thank Alex Raffi, for taking the time out of his busy schedule to talk to our students. With the help of Alex's presentation on creativity, our students are better prepared for their futures. They understand that they all possess talents and are capable of using their creative side to enrich their lives. Through the presentation, students were enlightened by the knowledge and information, which helped make the connection between high school and to college and careers. The presentation helped students look at their significant skills and encouraged them to continue to develop in areas of teamwork, communication, and organization. Alex helped students understand that the transition from high school to career is easier than they think when they learn to use creativity to their advantage. We are thankful for his generous contribution to the classroom and for helping students find their creative edge in becoming productive future members of the community. "

Cindy McLeod,
Business Teacher at Foothill High School

"I would like to use some of the information to help teens keep their creativity and use it in their futures."

Norma DeLibertis,
Manager Station Casinos

"The 'Idea Arc' graph was brilliant. Few charts effectively display complex ideas in a clear, effective and simple way, and this one is a text-book classic of such a graph done right."

Marek Biernacinski,
Edited by a Pro, president and CEO

"I like fun and strive to create a culture for my employees that makes them want to come to work. At times it can be difficult because I can get loaded down with all the day-to-day just like every other owner, and I simply forget. Seminars like yours reminds me of the culture I want for my employees and myself. Planning the "fun" was a great tip. I never thought of that."

Mary Marriott,
Just Ask Mary, president and CEO

"I keep thinking of those stories you told about your art, and they are so compelling, I don't think I'll ever forget those concepts. I really enjoy spending time somewhere that changes me in some permanent way."

Cheryl Snow,
CLASS Personal Development

