

Creativity Workshops

by Jennifer Evans



Jennifer leads teams to produce creative results by combining business and design concepts.

Her background includes graphic design, publishing, marketing, and PR. Clients include wellness, B2B, business to consumer, and non-profit categories.

Getting Unstuck

Feeling stagnant? Reached a plateau? When you need to generate new ideas, these 8 strategies will release stored energy and get you back into flow. Being stuck (similar to “writer’s block”) isn’t real; it’s a perception. Creatives who work in a deadline environment know how to deliver a high quality product consistently. They must have strategies to push through stagnation. We’ll use “hacks” like how to ditch linear thinking for free association, using mindfulness, setting boundaries, and reverse engineering. Approach your blocks as a highly creative person would, and get back into your zone of genius.

Busting Burnout for Over-Stressed Execs

Stress is a nasty condition that leads to fatigue, exhaustion, and depression. It erodes the ability to perform at our best. Reverse your path through the arts, and rejuvenate with simple creative activities. This workshop uses art through the lens of brain science and biology. Participants will learn the benefits of boosting creativity. Increase your productivity. Face fear, leave anxiety behind. Open yourself to possibility. Leave with a checklist to bust negative emotions.

**If desired, workshop may include art supplies and a simple abstract activity.*

Turn On the Idea Machine

Your team needs to innovate. But how? Don’t schedule another brainstorming meeting – they don’t work. Brainstorms force teams to seek unstable, outrageous ideas. Never waste time on another unproductive meeting. There is a better way! Learn where the “A-Ha” moments are hiding. Gather your team, and get ready to multiply their creative power. We’ll discuss techniques to adopt a creative mindset, foster new ideas, and find new approaches to tackling challenges.

Goals, Reinvented

Bringing goals into focus and communicating them to your team is a prime indicator for how swiftly you’ll achieve success. Otherwise, you’re staying stagnant. A customized goals workshop helps you:

- Identify long term, short term and stretch goals – the type of goal setting that spurs growth
- Mindmap solutions: a tool that uses association to produce clues for next steps
- Support your team with a creative Vision Board exercise

**Goals workshops are customized to meet your needs.*



CONTACT

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