



Youth Leader School



„Our creativity for new opportunities in XXI Century”

December 27 - 28, 2011

Introduction

The world's leading economists indicate that the transition of the knowledge economy goes to the creative economy - an environment where the a man and his creative expression is in the focus of all activities and expectations. For example, 2 years ago the government in Britain created a Ministry of Creative Economy.

The company's ability “to go beyond the everyday frames”, to get to know their internal resources and use them to develop creative solutions is a precondition for development of a competitive career and strengthening individual's image, as well as to decrease social tension in society.

Objective of the training: to raise awareness about creativity and innovation, to emphasize the importance of their nature, structure and role in individuals' personal development, and help individuals to explore their internal creative resources, to "pack" and develop a roadmap for the commercialization, as well as significantly improve its competitiveness as an individual accordance with the requirements of XXI century and opportunities given by the society.

Expected results

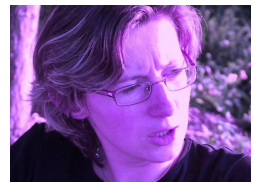
At the end of the training module each participants will be able to:

- understand the meaning of creativity and innovation, their role in economy;
- explain the concept of creativity and innovation to other individuals;
- use internal creative resources to identify creative solutions;
- form new business models in entrepreneurship;
- use creative thinking methods to generate innovative business ideas;
- formulate competences for successful business team;
- understand the main principles of story telling;
- use effective presentation techniques to present business idea to investor or partner;
- evaluate the potential risks in implementation of the innovative business idea;
- rise up personal competence and charisma as basics for leadership.

Training will be facilitated by Vita Brakovska, MBA

(Association "Knowledge and Innovation Society")

- experience in dealing with technological business ideas for authors
- the success in consulting in writing the winning business plans (7 out of 10 applicants received a grant for implementation their business ideas)
- Innovation support tools development and implementation
- received grants for competitive ideas at an early stage of development ("Cup of Ideas", "Kick Off", LIDA and the State Employment Office program)
- The European Commission recognition for national competition "Cup of Ideas"
- international experience in creative thinking in encouraging technological companies in Russia
- Certified Games Master of British Council creative thinking methodology "Future City Game"



Vita's services has used: Latvia Civic Alliance, the Soros Foundation - Latvia, local government training centers in Riga and Daugavpils, adult education centers in Cesis and Dobele, Nordea Bank, Lattelecom, British Council, Riga Technical University, Daugavpils University, Business Administration "Turiba", administrations of planning regions, etc. More information is available www.brakovska.lv and www.inovacija.lv



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09:45 – 10:00	Warming up
10:00 – 10:15	Introduction – getting to know better program, participants and expert
10:15 – 11:20	Creativity and innovation in the XXI Century <ul style="list-style-type: none">• <i>Creativity and its enemies: the role in individual growth</i>• <i>Creativity and innovation in business - Myths and Realities</i>• <i>Business models of XXI Century</i>• <i>Success stories in Latvia and abroad</i>
11:20 – 11:50	Team work: „Mosaic method” – creating a competence portfolio
11:50 – 12:00	Break/ energizer
12:00 – 12:30	XXI century individual - what he actually pays for? <ul style="list-style-type: none">• <i>Formulation of intangible value of the product</i>• <i>Cross-sectoral collaboration as a result of co-working</i>• <i>21st Century Maslow's pyramid - the paradox individuals' needs</i>
12:30 – 13:00	Team work: „Crossroad method” – how to add creative value to the product
13:00 – 14:30	Lunch
14:30 – 15:20	Our opportunity – creative industries <ul style="list-style-type: none">• <i>Concept of creative industries</i>• <i>Success stories in Latvia and abroad</i>• <i>Power of social networks in XXI Century</i>
15:20 – 15:50	Team work: „Orthodox method” – how to make people to talk about us
15:50 – 16:10	Break/ energizer
16:10 – 16:40	Effective presentation techniques <ul style="list-style-type: none">• <i>What listener expects from the presentation?</i>• <i>Effective presentation techniques (Elevator Pitch, Kawasaki, Pecha Kucha)</i>• <i>Common mistakes in presentations</i>
16:40 – 17:20	Team work: „Problem – solution tree” – challenges as opportunities
17:20 – 17:30	End of Day 1 and homework for teams



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| 10:00 – 10:10 | Morning feedback - look back on the first day of training, insight into program |
| 10:10 – 10:50 | Role of me and my team in development of business idea <ul style="list-style-type: none">• <i>To whom can I trust my idea?</i>• <i>What is my "golden" team?</i>• <i>Google 20% labor rule</i>• <i>Concept of the intrepeneur</i>• <i>Team building platforms Garage 48, Birojnīca etc</i> |
| 10:50 – 11:20 | Presentation of ideas in teams |
| 11:20 – 11:50 | Concept of the creative person - what ever do you think, think the opposite <ul style="list-style-type: none">• <i>As practically become creative?</i>• <i>"Hedgehog concept"</i>• <i>Our opportunity - world "flatteners"</i>• <i>"Staircase" syndrome and "healthy ambitions"</i>• <i>Charisma's role raising the competitiveness</i>• <i>Vision, mission and individual SWOT analysis</i> |
| 11:50 – 12:00 | Individual work „My vision and mission” |
| 12:00 – 12:10 | Break/ energizer |
| 12:10 – 12:40 | Building charisma in XXI Century <ul style="list-style-type: none">• <i>Technicalities on presentation skills</i>• <i>How to overcome pre-heart attack sindrome?</i>• <i>How to get the audience's sympathy?</i>• <i>Leadership in XXI Century</i>• <i>Story telling as personal marketing</i> |
| 12:40 – 13:00 | Team work: „Story telling method” – how to build a story about the myself |
| 13:00 – 14:30 | Lunch |
| 14:30 – 15:00 | Personal development in the context of social entrepreneurship <ul style="list-style-type: none">• <i>Global challenges as opportunities in XXI Century</i>• <i>Video „ Did You Know?" / Shift Happens</i>• <i>Concept and basic principles of social entrepreneurship</i>• <i>Good practice in Latvia and abroad</i> |
| 15:40 – 16:20 | Team work: „SE” – how to create a concept of Social entrepreneurship |
| 16:20 – 16:35 | Break/ energizer |
| 16:35 – 17:00 | Final quotes <ul style="list-style-type: none">• <i>Three worlds in which we live</i>• <i>„Dead fishes” law</i> |
| 17:00 – 17:20 | Final evaluation |