



# Workshop

## "CREATIVITY COMPASS"



**Solving The Impossible Pty Ltd**

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# “Creativity Compass” 1 day Workshop

Conducted by Principal, Solving The Impossible Pty Ltd, Ray Buschmann

Visit the Check-Up Clinic and benchmark how you or your organisation measures up on the compass of knowledge, skills and attitudes applied to creative, strategic and transformational thinking

Solving The Impossible can help you in all these areas by providing a world-class creativity and innovation measurement tool, and an associated specific one day strengthening workshop focused on your very own results, providing personalized coaching and mentoring for you and/or your team.

**Who Should Attend** – Companies and Individuals wishing to have a deeper understanding of the knowledge, skills and attitudes required for innovative thinking



It is important to note that the tools used in the workshop are not based on personality types, but rather the core competencies needed to be an innovative thinker. These outstanding tools have been based on years of collected data, and developed and tested for validity through research and practical experience.

**Objective for Teams and Organisations**  
Be aware of the fertile environment needed to support innovation, and, specifically, to identify areas in which you and your team or organisation can strengthen this environment

**Objective for Individuals**  
Help you become more aware of your own potential to develop and practice innovative thinking. Increase your competency by targeting specific areas in need of support or development



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Solving The Impossible uses and recommends the “Seeds of Innovation©” Team and Organization Assessment, or the Core Competency Profile for Individuals, developed by international thought leaders and renown best-selling authors in innovation, Elaine Dundon and Alex Pattakos



## So what can you expect at the workshop?

A 48 point “Team and Organisation Assessment” with focus on 8 elements for success

OR

A 27 point “Self-Assessment for Individuals” with focus on 9 core competencies for success

AND

Personal workbooks provided with an interpretation of the assessment results

Specific discussion points

Suggested remedial action steps

Personalised coaching and mentoring





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# “Introduction to Ray Buschmann”



Ray Buschmann is a leading global “hands on” idea management practitioner, who is a specialist in the field of **generating business oriented creativity and ingenuity.**

Ray is an Australian, and over the last 14 years has held extensive senior management positions within the giant energy corporation, Chevron, in South Africa, Singapore, Thailand, with the past 7 years in the United States. As part of his global duties, Ray has visited over 95 countries, and is a passionate advocate for diversity. From 2003 to 2007, he held the unique role of Global Manager Innovative Solutions within Chevron Lubricants, and pioneered the introduction of new and stimulating ingenuity techniques and tools, shared in speaking engagements around the world.

In early 2008, Ray took on an even more focused path, returning to Australia as the Principal of his own company: “Solving The Impossible Pty Ltd, and continues to focus on “what works” rather than the prevailing theory, especially in helping clients solve seemingly, impossible customer problems.

His transformational leadership is characterized by capturing practical insights beyond his business world, as he continues to work closely with idea management colleagues in various industries, countries, learning institutions, consultancies, and innovation authors, to share and continually learn best practices.

Ray is the author of a paper: “Ideas Galore – What Do We Do Now?”, and his unique approach to idea management has been used as a case study in the MBA course, “Management of Innovation” at the Università Cattolica, Piacenza Italy. He has been referenced in “Fortune” magazine, featured in “The Future of Innovation – Practice & Possibility Among the Most Effective Large Corporations”, ILO (Innovation in Large Organisations) Institute USA, and also in “Finance Week”, South Africa.

His first book, “Solving Impossible Customer Problems”, will be published later this year. He is now currently writing a creative pathways book especially for children, which will be completed in 2009.



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