

Welcome!

Organisations face new challenges. Our familiar, analytical ways of working can't always help us to explore today's complex, dynamic situations - competition, regulation, environmental change and interpersonal challenge.

Grounded Creativity allows organisations to test ideas safely and quickly and develop innovative strategies and processes through the use of facilitated expressive, artistic and musical techniques. As a consequence of working with these media, people feel able to raise and explore important organisational issues in a positive, constructive environment. Working in this way cuts right to the heart of issues and has the potential to lead to meaningful organisational change.

Grounded Creativity is highly practical and enjoyable and the founders, Chris Nichols and Mark Harmer, have between them a huge range of organisational experience. Their work is underpinned by cutting-edge theory and they developed Grounded Creativity in collaboration with many public- and private-sector businesses, charities, educational and health organisations.

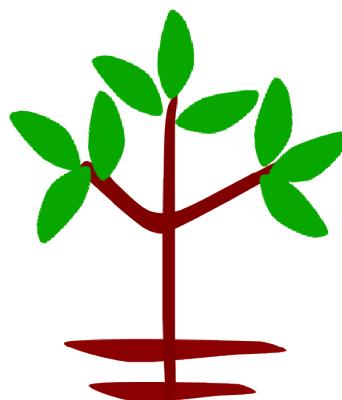
What it is

Grounded Creativity is a fast paced, energetic and powerful way of involving the people of your organisation in finding new

and practical answers to challenging questions.

It is an easy to use technique that benefits small and large groups alike, from the boardroom to the shop floor.

It involves the use of a range of techniques to create new ways of seeing beyond familiar problems, leading to new insights, better conversations and informed decisions about what action to take.



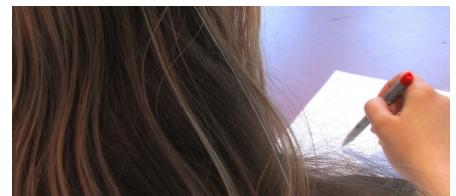
Our work is based on the latest developments in cognitive psychology and on years of experience in effective group facilitation.

It can work across a spectrum of organisational issues to help people un-stick stuck thinking, energetically, effectively and fast!

Use Grounded Creativity

When you need to:

- ❖ Deliver more, with less money and less time
- ❖ Satisfy ever more demanding clients and customers
- ❖ Test out your responses to encroachment by competitors
- ❖ Discover your hidden organisational resources
- ❖ Respond to the environmental agenda and ethical concerns



- ❖ Act with innovation in the face of new regulations or policies
- ❖ Develop new products, new internal processes and new ways of thinking about how your organisation works best
- ❖ Revitalise your leadership, your teams and your organisational culture

Grounded Creativity has worked successfully with these and other issues, across organisations in many sectors.

Grounded Creativity can be offered in a variety of formats - from a half day shake up to a three day creative exploration.

A director wished to respond better with her team when under stress, and based on her briefing, we played out the different interpersonal relationships using musical instruments. The client found she was able to choose how she responded to her team's demands, and was able to refer back to that experience even years later, whenever she felt the need to stay in control.

The first step would be a conversation to understand your needs and to establish whether Grounded Creativity is right for you. All of our interventions are totally co-designed with you.

Grounded Creativity™

www.groundedcreativity.com

In the session itself Grounded Creativity works by using simple and easy to use musical and arts techniques (no special skills required!) to overcome the familiar mindsets that impede our thinking and action.

By using unfamiliar ways of working – that are all effortless, energetic and fun – we free your team from the usual obstacles to new thinking. It offers new ways of seeing competitors, customers, products, processes and more.

The creative work is coupled to conversations and agreed actions, steered by Chris and Mark, facilitators with decades of experience of organisational work and group dynamics.

A major airline concerned about the effect of low-cost competitors in their market created a piece of music. Some took the role of competitor and joined in the piece, playing out the dynamics of the market as the groups reacted to each other. We re-ran the exercise several times, testing out the effect of a range of competitive responses.



Chris Nichols
BSc(Hons) MSc MBA DMS FCMI AIBC

Tel: +44 (0) 773 880 3410

Email: chris.nichols@groundedcreativity.com

A large university department explored the meaning of its values. We asked each group of staff to represent one value using music and various forms of visual expression, following which the groups reviewed each others' work. The groups also discussed ways in which the process of creating the artworks gave further insights about each of the values and the impact the values might have in their day-to-day working relationships.

Grounded Creativity is offered by its founders, Mark Harmer and Chris Nichols – who together have almost fifty years of organisational experience.

Chris Nichols is a director in Ashridge Consulting, where he co-leads the strategy engagement practice. Chris has been with Ashridge for eight years and has wide experience of directing leadership development and large group processes. Chris is also an accredited Ashridge Executive Coach. His past experience has included directorship with Price Waterhouse, government sector experience, and spells in senior roles in major organisations globally. Chris combines business and strategy skills with psychological and group analytic experience to create a unique approach to senior leader learning and group exploration.



Mark Harmer

Mark Harmer is an organisation consultant and professional musician. He worked extensively in development roles for the BBC, using video, audio and collaborative online models as part of his learning design. His use of music lets people experience the power of free dialogue in groups towards a common, co-created goal - something all too rarely experienced in organisations. Mark also runs an online business and produces learning resources to support creativity, most recently a DVD for Gloucestershire Council sharing best practice in working musically with under-7s.

Mark and Chris have worked together for several years – bringing their combination of business and creative skills to a range of public- and private-sector, charities and educational organisations.

Mark Harmer
BA(Hons), MSc

Tel: +44 (0) 1242 253961

Email: mark.harmer@groundedcreativity.com



Chris Nichols