



Demystifying Creativity Workshop

LA Chandlar

Why Creativity?

60% of CEOs named creativity as the most important leadership quality in today's business landscape.

IBM CEO Study

Why Creativity?

Creativity leads to employee engagement, imagination, innovation, higher productivity, and emotional investment at work.

Entrepreneur Magazine

Yet...

- 75% of people don't feel they are living up to their creative potential.
 - Nearly 70% of employees are disengaged
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A note from Laurie

"I see a lot of companies trying to emphasize creativity in the workplace, but it isn't having a lasting impact. Creativity is often misunderstood and many of the creativity workshops offered are mainly influenced by a time of play. Play is crucial, but we have to go beyond drum circles and finger painting for it to create significant change. I combine a time of intellectual study about the psychology of creativity along with the discovery of figuring out what it means. So you can understand creativity. Then it really can bring lasting productivity, imagination, and emotional investment to you, your workplace, and your life."

LA Chandlar's workshop can help you take practical steps to engage your workplace by:

Demystifying Creativity

- ▶ Creativity is not lightning in a bottle, a random spark or an unpredictable muse. It can be cultivated by anyone and channeled in our daily lives to develop imagination and solve problems.



Exploring the Psychology of Creativity

- ▶ There is a psychology to creativity that can be used to overcome blocks and create better environments for innovation.



Hands on Discovery

- ▶ Become a student of yourself. Find out how you are uniquely wired and how to create the time to work and live more fully through a mini Creativity Boot Camp.



Debunking Creativity Myths

- ▶ Debunking the myth that you are either right or left brained and thus either creative or not.





LA Chandlar

Speaker | Author

LA Chandlar has been living and writing in New York City for 14 years. Her speaking has engaged a wide variety of audiences: Businesses, Universities, and Internationals, including the women of the United Nations. A writer of the nonfiction series *Fight to Keep Creativity Alive* and historical fiction, she's also worked in PR for General Motors, writes and fund-raises for a global nonprofit, and has toured the nation managing a rock band.

What people say about LA Chandlar's seminars:

"Inspiring...engaging...fun...practical...challenging..."



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“Laurie’s varied background is interesting for any size audience, men and women alike, and she genuinely enjoys what she’s talking about. So the audience does too!”

– *Kevin Gosa, Corporate Consultant, NYC*

Flexible workshop options



Format

From an engaging lecture, to a hands on workshop, to an afternoon mini creativity bootcamp, Laurie can help create an event that will serve your needs.



Participants

Whether it's a small staff team or the entire company, Laurie can help create an experience that will engage your employees.



Budget and Materials

Flexible options can include books, materials, and leave behinds to help your employees continue to explore their creativity long after the workshop ends.



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“Laurie makes everyone feel comfortable and her enthusiasm is contagious.”

-Dadji Saintus, Women of Vision, Harvard Alum Assoc.

Get in Touch

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