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**Iredell HR Association**

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**DELIBERATE CREATIVITY: 3 ELEMENTS OF INNOVATION**

Creativity is not a special talent that some of us are born with. We all have the capacity to be creative. However, most people do not understand how creativity really works and how to tap into their own creativity. Over 60% of CEOs claim it is the #1 skill they look for in employees. Yet, organizations often inadvertently hinder creativity and innovation. In this keynote, learn three elements organizations need if they want to foster innovation. By using stories, sharing research, and facilitating short activities, Amy will reveal how organizations and teams can deliberately get creative and learn to innovate.

Learning Objectives:

* Learn what the research says about innovative teams and organizations
* Understand three elements needed if your team/organization is to breakthrough and be innovative
* Practice deliberate creativity and how to use it with your team

**About Dr. Amy Climer**

Amy Climer teaches teams to be creative and innovative. She is a speaker, trainer, and coach in creativity, innovation, team development, and leadership. Through her company [Climer Consulting](http://climerconsulting.com/) she teaches research-based practices, tools, and techniques teams can use to innovate on demand. Amy holds a Ph.D. in Leadership and Change from Antioch University. She is trained or certified in Creative Problem Solving, Immunity to Change, and the FourSight Thinking System. She developed the Deliberate Creative Teams Scale to help teams understand how to increase their creativity. Amy is the host of [*The Deliberate Creative*](http://www.climerconsulting.com/deliberate-creative/), a podcast and blog designed to teach others how to facilitate innovation in teams. She is the designer of [Climer Cards](http://climercards.com/), a creativity and teambuilding tool used by thousands to deepen team conversations and generate ideas. In 2016, she won the [Karl Rhonke Creativity Award](http://www.aee.org/rohnke-creativity-award) from the Association for Experiential Education. You can learn more about Amy and her work at [climerconsulting.com](http://climerconsulting.com/).

*High res photo sent separately*