

Business Breakfast

Thursday 6 May 2010, Holiday Inn Ipswich West, London Road, Ipswich IP2 0UA

Agenda

- 7:15am Registration
- 7:30am Breakfast & Networking
- 8:15am Dr David Hall
- 8:45am Questions
- 9:00am Close



“Case studies will be provided to demonstrate, without doubt, the benefits of introducing a **culture of creativity.**”

Speaker - Dr David J Hall

Creativity and Creative Problem Solving - An Overview

Definition - *Creativity*: The generation of *novel* and *useful* ideas

By identifying the key blocks to creativity, it is possible to develop strategies to overcome them, and then to release the creative potential of every member of staff.

The presentation will explore the following topics:

- Blocks** The thinking process
The brain as a patterning system
Mind set
- Solutions** Playfulness
Creative Charter
Creative Problem Solving Techniques
- Implementation** Creativity Clubs
Innovation and Innovation Clubs
- Examples** Hands-on exploration of various techniques

Attendees will “take home” the following:

- an understanding of the key blocks to creativity
- an understanding of the mechanisms to overcome those blockages
- a belief that **everyone** in the organisation can and should be more creative
- an understanding of the need to create a culture of creativity
- experience of creative techniques that can be used immediately, to dramatic effect

vi Booking Form – Business Breakfast, 6 May 2010

Company Name:

Attendee: Title:..... Name:

Telephone: Postcode:..... Email:

Company Address:

Price: £16.00 (inc VAT) for members £25.00 (inc VAT) for non-members/non-member guests
non-members are invited to attend two Chamber events, prior to becoming a member.

Payment: Payment should accompany your booking. If paying by credit or debit card, please complete the payment slip overleaf. Please make cheques payable to: “**Suffolk Chamber of Commerce**”, and enter the total amount of the cheque that you are enclosing: £..... (VAT charged at 17.5% VAT Reg. No. GB102 3404 38).

Cancellation: Two working days notice must be given, prior to the event.

Return To: Rowena Hughes, Suffolk Chamber, 42 Felaw Street, Ipswich IP2 8SQ
T: 01473 694 805 F: 01473 603 888 E: rowena@suffolkchamber.co.uk

You can also book online at www.suffolkchamber.co.uk



Menu

Bacon or egg rolls

Smoked salmon and scrambled
egg in croissants

Brie and grape melt on rustic
bread (v)

Fruit

Tea, coffee and juice



Biography

David J Hall is Chief Executive of HFL Ltd, a drug surveillance and contract research organisation based in Newmarket. A Chartered Engineer, he holds a PhD from Cambridge University Department of Materials Science (1984) and an MBA through the Open University (1995).

Since 1984 he has worked in a range of manufacturing, service and technology transfer organisations, holding positions in engineering, marketing and manufacturing management. A passion for creativity and innovation, and a pursuit of the perfect culture, provide a common thread throughout his career to date.

Achievements at HFL include:

- Winner, Laboratory of the Year 2004
- Entry into The Times Top 100 Best Companies to Work For
- Winner, East of England Excellence 2005
- liP Work-Life Balance Award (2005)
- liP Management and Leadership Award (2005)
- EON "UK's Most Energetic Boss" (2008)



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