

CREATIVITY C O N N E C T I O N

Harvey Seifter, Director

Powering Corporate Performance through Arts-Based Learning

CREATIVITY CONNECTION

Surfacing Creativity and Fostering Innovation in Business

CREATIVITY CONNECTION OFFERS

- ✓ Experiential learning through “hands on” creativity workshops
- ✓ Skill-building to strengthen individual and team communications
- ✓ Custom programs to support innovation teams and develop leaders
- ✓ Training in intercultural communication and change management

DESIGNED AND DELIVERED BY THE WORLD'S LEADING EXPERTS

Creativity Connection artists/experts have successfully powered corporate performance through arts-based learning at hundreds of leading companies including:

The McGraw-Hill Companies, IBM, AstraZeneca, Bank of America, General Dynamics, Wachovia, Siemens, American Express, Agilent, Morgan Stanley, Lucent, Mastercard, Procter & Gamble, Condé Nast

Second City Communications, the corporate services sector of the world's most famous improv theater, *The Second City*.

Teamwork Cinema, which challenges executives and leaders to create and execute short films, from script to shoot.

Jazz Impact, a unique ensemble that engages the dynamics of jazz to help managers develop innovative responses to change.

The Stock Osburn Connection, which uses Cooper Union's pioneering arts-based learning methodologies to improve communications between engineers and managers.

www.creativityconnection.org

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