

SALENGER

FILM / VIDEO

LEADER'S GUIDE

**Uncover Your
Creativity**

Uncover Your Creativity

**PRODUCED BY REALTIME VIDEO PRODUCTIONS
FOR PG & E's IDEAS IN ACTION SERIES.**

© Copyright 1986 by Salenger Films. All rights reserved including the right to reproduce this guide or parts thereof in any form. Printed in the United States of America. International copyright secured.

Price subject to change without notice.

For additional copies of this leader's guide, write to
Salenger Films
1635-12th Street, Santa Monica, CA 90404 • (213) 450-1300



Program synopsis

How can you increase your creativity? How can you improve your ability to discover new ideas and solve problems? This humorous session starter suggests six fundamental ways to uncover creative ideas:

1. Look at the big picture
2. Look for more than one answer
3. Put your head together with other people and combine ideas
4. Keep it simple
5. Go hunting for new ideas
6. Find a way to sell your idea

The film uses film clips from such classic comedians as Red Skelton, Laurel and Hardy, and the

Three Stooges to illustrate its six points. Use this film to begin or end sessions on creativity and problem solving—your audience will love it!

Benefits of Film Package

1. This humorous film/video program serves as an excellent ice-breaker for any session involving creativity and problem-solving.
2. Participants will learn an effective 6-step method to help them discover new ideas and solve problems.

Package Contents:

- 1 16mm film or videocassette, 6 minutes
- 1 Leader's Guide

Creativity: The Only Way To Fly

"The reasonable man," George Bernard Shaw wrote, "adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man." Creative people help organizations increase productivity and solve major problems. How can you recognize a creative person? And how can your organization encourage creativity? The training film, *Creativity*, will help you recognize some of the characteristics of the creative individual and identify the characteristics of the environment needed to nurture creativity. Through the use of humorous, newsreel film clips, the film points out the need for organizations to draw upon and encourage what may be their most valuable resource: the creative person.

**Overmanagement:
How an Exciting Idea Can
Become a Dull Project**

Having trouble implementing your Quality Circle program? The film *Overmanagement* can help. It is a film about management attitudes. It demonstrates how they determine the success or failure of new ideas, and how they affect employee morale, work enthusiasm, and worker productivity. Management-employee cooperation—in Quality Circles or other areas—can result in substantially increased productivity.

Zea: A Study in Perception

This film is an exercise in perspective. As the camera explores an intriguing surface in closeup, audiences speculate on what they are looking at. The puzzle is engrossing and few solve it before the camera finally pulls

back to reveal the object—and the answer. This non-narrated film illustrates that each of us sees "reality" from a slightly different perspective. It helps relate perceptual insights to managerial problem solving in work situations. *A National Film Board of Canada Film*

**The Egg:
A Film about Resistance to Change**

A solitary egg begins to crack. Something new and different is about to happen. Strenuous efforts are made to prevent the egg from cracking, and we realize that this is a common reaction to any kind of change. This animated, non-narrated film makes an excellent discussion starter for sessions on change resistance. *A National Film Board of Canada Film*

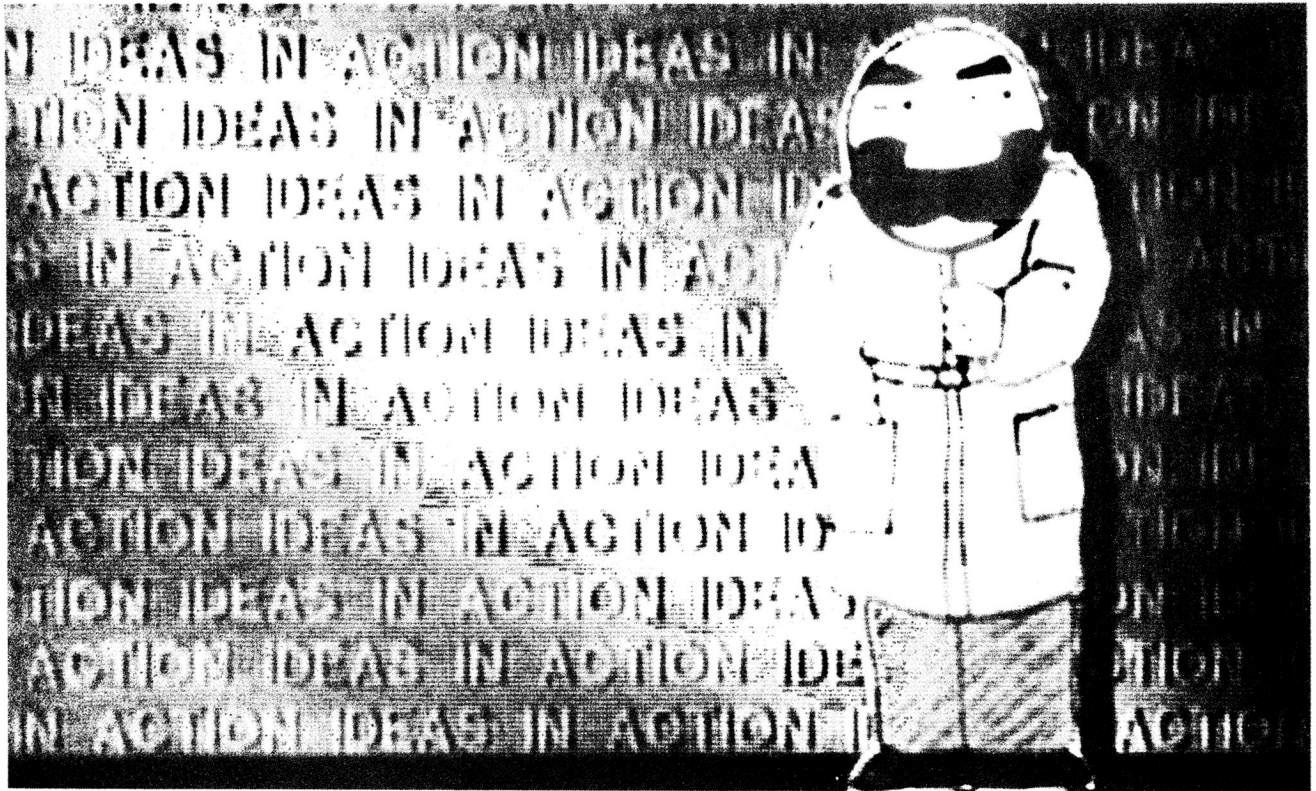
**The Elephant:
Simple Fable about Communication,
Problem Solving, Perception, and...
an Elephant**

This charming, animated, training film is a stimulating and provocative program for use as a session starter and discussion stimulator in many subject areas. It retells, in rhyme, the old story of the elephant and three blind men. In this modern version, the blind men (one is a woman) are specialists of industry called upon to reverse a productivity decline. What happens as a result of their efforts makes a humorous and instructive training film. *The Elephant* is a simple fable about: communication, perception, listening, problem solving, specialization, organizational development, human resource development, and . . . an elephant.

For preview, rental, lease/purchase, call collect or write to:

SALENGER FILMS

1635 Twelfth Street, Santa Monica, CA 90404 • (213) 450-1300



How to Use this Film.

1. Before showing the film, introduce the session by explaining the importance of using creativity to discover new ideas and solve problems in our personal and professional life. Explain that this film will give viewers an effective 6-step method to help uncover their creativity.
2. Show the film, *Uncover Your Creativity*.
3. After showing the film, divide the participants into groups of 3--4 people. Have one group member describe a problem he/she is experiencing at work. Each group should follow the 6-step model presented in the film to solve the problem. After 15 minutes, have each of the groups share their problems and potential solutions with the rest of the participants.
4. Summarize the session by suggesting some books the participants may enjoy reading for further information in this area. (See bibliography this page for suggested readings.)

Bibliography

- Adams, James L., *Conceptual Blockbusting*, (New York: Norton & Co., 1979)
- De Bono, Edward, *Future Positive* (London: Morris, Temple, Smith, 1979)
- Nystrom, Harry, *Creativity and Innovation* (New York: John Wiley and Sons, 1979).
- Olson, Robert, *The Art of Creative Thinking: A Practical Guide* (New York: Barnes and Noble, 1980).
- Osburn, A., *Applied Imagination*, (New York: Scribner & Sons, 1957).
- Prince, George, *The Practice of Creativity*, (New York: Harper and Row, 1970).
- Raudsepp, Eugene, *Creative Growth Games*, (New York: Perigee Printing, 1980).
- Von Oech, Roger, *A Whack on the Side of the Head*, (Menlo Park: Creative Think, 1983).