



Association for Coaching
presents

**“Creativity is the fundamental leadership trait:
The essential guide for coaches”**

Date: Tuesday 31st January 2012

Time: 18:00 – 18:30 Registration
18:30 – 20:30 Guest Speaker & close

Venue: Marriot Newcastle Marriott Hotel, Gosforth Park, Newcastle upon Tyne, NE3 5WY
Tel: 0191 236 4111

Directions: <http://www.marriott.co.uk/hotels/travel/nclgf-newcastle-marriott-hotel-gosforth-park/>

Price: Members £21.00, Non-members £37.00 (including VAT)

Speaker: Dr Mark Batey - CPsychol

This is classified as a: Masterclass

You will learn:

What is creativity? Why do businesses need it? How can we develop it?

About this event:

This dynamic and informative masterclass will provide a fresh look at creativity at work, dispel myths, introduce a new research-driven model of creativity and explore the coaching of creativity.

Creativity is the most important leadership trait and yet has received little attention from either researchers or practitioners. Creativity is essential for driving innovation from the shop floor to the boardroom – regardless of industry or sector. Further, creativity is an area that has often lacked rigour, been open to hearsay and left coaches without models or tools. In this workshop, international creativity expert Dr Mark Batey of Manchester Business School will introduce the world’s first comprehensive model of creativity in individuals - developed by research over the last 7 years. Through a series of discussions and exercises the implications of this new model for coaching individuals and teams will be explored. This masterclass will be crucial for coaches and HR practitioners alike.

By the end of this session, you will be have explored:

- A research driven and rational appreciation of the importance of creativity at work
- Clarification of the nature and definition of creativity
- Comprehensive understanding of a thorough model of creativity in the individual
- Applications of the model to the coaching of individuals
- Applications of the model to the coaching of groups
- The development of new knowledge and skills that are of paramount importance for the coaching of CEO’s, senior executives and leaders of the future.

“Promoting Excellence and Ethics in Coaching”

www.associationforcoaching.com

This workshop is eligible for CPD and a Certificate will be given the night of the event. We look forward to seeing you there!

How to Book: This is another very special event, and definitely one not to be missed! Places are limited. To book, visit the 'events' section in our website, or through this link:

http://www.associationforcoaching.com/event/workshops.htm#1_6

Book early as we expect to sell out!

Once you have successfully booked and paid for the event, you will receive a confirmation email with full details of the event. **Please bring your confirmation email with you to the event to ensure a fast and efficient registration.** For additional workshop queries, email workshops@associationforcoaching.com

For non-members of the AC, please note that you can save money on this and future events and receive a wealth of other benefits by joining the AC. For more information and an application form go to <http://www.associationforcoaching.com/memb/memb.htm> or email members@associationforcoaching.com.

Speaker Bio



Dr Mark Batey, Chairman of The Psychometrics at Work Research Group at Manchester Business School, is an international authority on the Psychology of Creativity. In 2009 he was ranked 2nd in the world for published research into creativity and in 2010 appeared with Lord Robert Winston on BBC's Child Of Our Time.

Dr Batey is an editor for the International Journal of Creativity and Problem Solving and sits on the Editorial Board for the APA Journal of Psychology of Aesthetics, Creativity and Arts (PACA). He is a reviewer for many international journals. He also finds time to run the Psychology of Creativity discussion group on LinkedIn, write a regular blog and lead training workshops, seminars and conferences on creativity.

He has extensive corporate experience and has advised major businesses including Anheuser Busch InBev, BBC, Beaverbrooks, Greater Manchester Police, Group 4 Securicor, Johnson & Johnson, M-Real, Merck Sharp & Dohme, NPower, PZ Cussons, Reading Football Club, Rolls Royce, Sony Music Entertainment and SyCo TV.

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Association for Coaching

Established in 2002, The Association for Coaching[®] (AC) is an independent, not-for-profit body with the goal to advance the profession of coaching worldwide. This includes promoting best practice and raising the awareness, standards and ethics of coaching, with members made up of professional coaches, trainers/providers of coaching, and organisations building coaching cultures.

Don't miss the AC's new book, Supervision in Coaching, which examines how coaches can use a range of professional development tools to improve and develop their coaching. This book is part of the successful Association for Coaching series, edited by Jonathan Passmore and published by Kogan Page, which includes Excellence in Coaching, Psychometrics in Coaching, Diversity in Coaching and Leadership Coaching. Order from www.associationforcoaching.com.

To sign up to the AC Mailing and receive updated information on events and other developments within coaching, click onto "Mailing List" from the website.

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