

So?

We'd like to come and talk to you about how the Fluid Management approach can help your managers to foster a more creative culture.

We can deliver all or part of this programme in many different ways to suit your needs:

- Half-day briefings
- One day training seminars
- Multi-session programmes
- Long-term development programmes
- Senior management offsites
- Single sessions within bigger programme

Anton Baumohl has a PhD in Organisational Creativity and has been delivering consultancy and training to organisations looking for fresh and more effective approaches to their business for more than 20 years. Anton's clients have included: the BBC, Selfridges, Wolff Olins, Atis Real Weatherall, British Railfreight, Age Concern, Corporate Edge, The Conran Design Group, V&A Museum, Shell Chemicals, American Management Systems, London Fire Brigade

anton@fluidity.co.uk: 07768 374 370

Richard Gold has worked for 12 years as a consultant to blue chip organisations including the BBC, Emap and BT and smaller entrepreneurial companies. His wide experience includes senior roles in KPMG's strategy practice and at corporate brand specialist Wolff Olins. He has managed a wide variety of teams. Prior to his INSEAD MBA, he was a journalist and magazine editor

richard@fluidity.co.uk: 07974 917 840

Why we use wine in all our programmes

Wine is an integral part of the Fluidity approach. It's core to delivering memorable, enduring learning which goes beyond acquiring competencies.

Here are just a few of the reasons:

- It's effective: there is no better way to reinforce learning than through experience and linking it with a different area of interest to the learner
- It's interesting: there is a huge breadth of potential linkages between wine and management
- It's useful: becoming a bit more knowledgeable about wine is a useful skill for managers as people (and networkers). Less staring blankly at the wine list; more confidence in ordering wine.
- Using wine responsibly in training fits with how we see the kind of manager we're trying to develop - confident, grown-up, thinking across boundaries and well rounded - looking for and using insights from anywhere to deliver in a changing world
- It's not unenjoyable: our approach is that wine can be serious rather than that management is fun - but equally, there's no harm in enjoying the serious stuff

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A vibrant, energetic creative culture is vital to deliver lasting business success

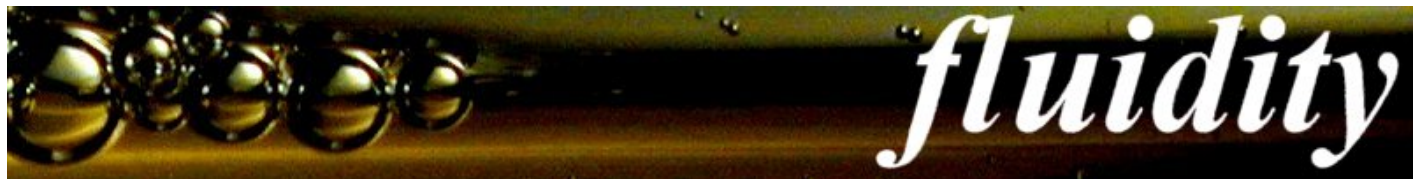
Fluidity can help you and your managers drive a creative culture through your organisation

Fluidity's Creative Juices programme will show you and your managers how to release the creative potential of your team and keep the creative energy flowing throughout your organisation, whether it's to come up with great new ideas, to solve business problems or to maintain energy levels in your (much too) routine meetings.

This programme will provide your managers with the tools to deliver that elusive continuously creative culture which will keep you ahead of the competition.

Uniquely, Fluidity uses wine as a central part of our process. But you'll have to turn the page to find out how...

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Fluidity focuses on managers

Today's managers operate in an increasingly fluid environment with a range of expectations placed on them which require a set of overlapping skills not well provided for in traditional management development.

Fluidity focuses on the manager rather than competencies. It's not just what a manager 'can do'; it's who the manager 'is' that makes the difference.

We call it Fluid management

We believe a fluid manager needs to be:

Creative. Flexible. Learning. Responsive. Adaptive
Honest. Wide-ranging. Confident. Authentic. Grown-up.

All at the same time. Seamlessly. Fluidly.

And we are designing courses to help managers become all these things.

For more about Fluid management go to:

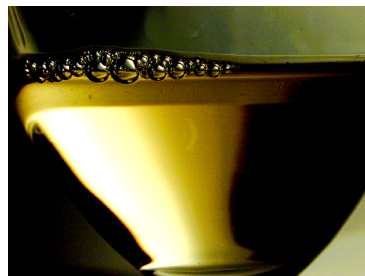
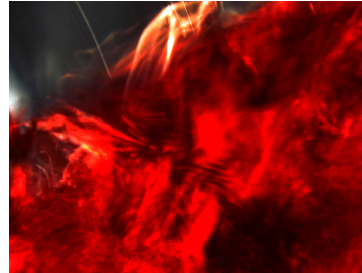
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Fluidity uses wine as a learning lubricator

We use wine extensively throughout our programmes. Not just drinking it (although there is usually some of that).

- We use wine in every way we can imagine - as an idea, a metaphor, a source of case studies, an experience.
- We use it in role playing.
- We use tools and artefacts of the industry.
- And we use its taste.

It's hugely effective in making the learning both memorable and enduring... and participants also learn something about wine



The Creative Juices programme

Fluidity's flagship programme focuses on helping managers to drive a creative culture through their team.

Creative ability is vital in modern businesses where standing out from competitors is a key to business growth. Companies need to continually re-invent themselves - new products and services and new ways of delivering products and services.

Equally importantly they need be able consistently to think differently to solve difficult problems, or to re-energise a part of the company, or to devise new structures and processes.

This series of workshops is geared to developing the creative capabilities of the modern manager - so that they can be more creative themselves and develop creativity in others.

The five sessions cover key areas of running a business where creativity is vital. The sessions can be delivered as a programme or used individually.

- Solving problems develops problem solving skills that take people away from the mundane into the extraordinary
- Generating New Ideas ensure that you get the best out of brainstorming and other techniques
- Energising Meetings takes note of the amount of time people spends in meetings and shows how they can be run imaginatively to ensure they increase energy levels, rather than reduce them
- Creative teams ensures that the real diversity within teams is properly exploited to gain creative ways forward
- The creative manager equips the manager to provide the optimum environment and culture for creativity