

CREATIVITY + INNOVATION

with

HOLLY BLONDIN

Creative Process Expert, Innovation Facilitator, Storyteller

Intensive Workshop Series

**DESIGN THINKING
STORYTELLING
SCENARIO PLANNING
INNOVATION ELEMENTS**



CREATIVITY + INNOVATION

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For anyone with BIG ideas,

Today, **creativity & innovation** are at the core of business and education, and it will only continue to be a driving force as we prepare for, and build, our future.

Learning to think critically, and to engage in creative practices is crucial to our progress. These skills increase our ability to stay relevant, to design the sustainable futures we desire, and to compete and stay connected in a global marketplace.

I have designed a program of **interactive workshops** (currently taught in English) to teach inspired individuals, young minds, and seasoned professionals the creative tools needed for innovation.

Students will learn the iterative process used in **Design Thinking**, a creative methodology, which has proven to increase our capacity to solve problems and develop new ideas that have value. Also important to creating big ideas is knowing how to communicate them to others. **Storytelling** workshops teach students to build clear messages, and to deliver them with confidence.

In these intensive workshops participants will further develop skills in creativity and collaboration as they engage in interdisciplinary hands-on exercises that teach **leadership, team building, prototyping, ideation, and scenario planning.**

The following document explains in detail the program, its benefits, and how you can register as an individual, a team, or an organization. Join me on a creative, fun, and productive journey through innovation. For business leaders and entrepreneurs, social innovators, and educators...**anyone** with ideas. Bring your ideas to life while connecting with likeminded people.

Sincerely,

Holly Blondin

Creative Process Expert, Innovation Facilitator, Storyteller

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ABOUT THE INSTRUCTOR

CREATIVE PROCESS EXPERT
INNOVATION FACILITATOR
EDUCATOR & PROFESSOR
COMMUNITY BUILDER
STORYTELLER
LEADER

Holly Blondin

Holly Blondin is an expert in creative process & innovation.

Originally from the United States, Holly was raised in Flint, Michigan, where she first learned about entrepreneurship from her father, a carpenter, who has run a family business for over 40 years. She claims that her most important life lessons and skills were learned during her youth studying ballet, theatre, music, and creative writing. These early years immersed in the **arts** built the foundation for a lifetime of creativity and innovation, and success in the professional fields of **arts & culture, business, and education.**

As a **creative professional** Holly has collaborated with established directors, actors, designers, filmmakers, writers, musicians, and dancers. In **business** she has worked next to international CEOs of high growth companies, and global marketing & branding professionals. Holly loves education, and she believes it is the driving force of sustainability, growth, and harmony. As a **university professor, educator and innovation facilitator** Holly has taught experienced graduate students while collaborating with accomplished colleagues, and she has had the pleasure of guiding inspired young minds, and budding entrepreneurs through the creative process for business innovation.

Holly spent fifteen years living and working in **New York City**, and is now based in **Barcelona**. She knows what it is like to take risk, face rejection, and dream big with limited resources. She uses her experiences and emotional intelligence to empower her students by helping them find their strengths and face their fears.

- **Barcelona based** since 2013; **New York City** since 1997; Born **Flint, Michigan** USA 1974
- **M.B.A.** Marketing, Entrepreneurship. Baruch College, Zicklin School of Business, NYC. 2012
- **B.F.A.** Musical Theatre Performance. Western Michigan University, USA. 1997
- **Adjunct Professor, Parsons School of Design at The New School**, Strategic Design and Management (MS), NYC. Since 2014 (+ **Parsons Paris** 2016)
- **Innovation Expert, Long Island University Brooklyn, Entrepreneurship Center + Innovation Summer Programs** Program developer, Leader, Instructor. 2016, 2017
- **Marketing & Project Coordination:** CEO Collaborative Forum, NiCE Ltd., Instituto Cervantes, Steps on Broadway NYC
- **Storytelling:** professional theatre, marketing & branding campaigns, creative writing, TEDxBarcelonaWomen
- For more information visit LinkedIn Profile: www.linkedin.com/in/hollyblondin

"I have been working with entrepreneurs and creative professionals my entire life. I enjoy collaborating with dreamers and doers because they are passionate and resilient."



ABOUT THE WORKSHOPS



Design Thinking, Innovation, Storytelling, Scenario Planning

2-hour Intensive Workshops

Ideal for entrepreneurs, corporate groups, and university students, or for **anyone** who wishes to gain skills in innovation, problem solving, communication, and collaboration.

Introduction to Design Thinking An interactive presentation and discussion introduces students to the popularity, process, and purposes of Design Thinking. Students gain an understanding of how Design Thinking can be applied to business and social innovation.

Design Thinking Crash Course Working in pairs, participants complete their first 'design challenge' by using the human-centered design thinking process to solve problems with empathy. Participants will create and share prototypes of their proposed solutions, and walk away with practical applications of design thinking for their own lives and businesses.

Elements of Innovation A deep dive into Design Thinking methodologies **See page 10 for details*

Scenario Planning Build future narratives 10 + years out. A technique for building better strategies for your business. **See page 10*

Storytelling Four 2-hour Sessions. Whether you are pitching to an investor, motivating a team, or driving social change, learn how to craft and deliver compelling stories that communicate your message.

One-Week Intensive Program

Ideal for extracurricular programming in schools, and team development for organizations or companies. Suggested schedule: Monday - Thursday, 9.00h-15.00h & Friday 9.00h-12.00h for final presentations.

Design Thinking Four 2-hour Sessions. Students are introduced to the iterative Design Thinking process, where they practice identifying problems and designing valuable solutions. In teams of 4-6, students work on a 'design challenge' throughout the week. On the last day teams present the solutions they have developed.

Elements of Innovation Four 1-hour Sessions. Each day a different interactive project focuses on the various elements of innovation: **team building, ideation, prototyping, and testing.** Students work in teams of 4-6 each day gaining additional skills in collaboration and teamwork.

Storytelling Four 1-hour Sessions. Over the course of the week students learn how to craft and deliver compelling stories. Writing exercises help them develop ways to communicate their ideas effectively. Theatre exercises help them deliver their message with confidence.

Group Work Three 1.5-hour Sessions. Time is set aside for students to collaborate and apply what they have learned.

BUILDING YOUR EXPERIENCE

TYPES OF PARTICIPANTS
LEARNING ENVIRONMENT
TECHNIQUES USED
GROUP SIZE
MATERIALS

Customize Your Innovation Journey

For Who?

Entrepreneurs & Business Professionals:

Individuals, groups, teams

Community Leaders:

NGO, Social Impact Groups, Arts Organizations, Educators

Young & Inspired Minds:

Secondary School Ages 12 - 18,
University Students

A Creative Learning Environment

My workshops offer you a creative space to **explore, discover, test, practice**, and **grow** within a likeminded trust group. Participants make long lasting connections with one another while bringing their ideas to life.

All workshops take an interactive hands-on approach to learning. Short warm-up games put people in the mood for creativity and help build confidence.

Methodologies & Techniques used:

- reflection & collaboration exercises: work individually, in pairs, and in groups & teams
- creative writing exercises
- theatre, body movement & vocal exercises
- fast prototyping
- practice sharing & delivering in front of other team members and a live audience
- **IDEO** Design Kit & **Standford dschool** tools

Group Size

Because of the interactive nature of the workshops it is best suited for the following group sizes according to workshop type:

- **One-Week Intensive:** 15-50 participants. Students will work in collaborate teams of 4-6 throughout the week.
 - **2-hr Design Thinking Crash Course:** Ideally, an even number for working in pairs. Small and large groups welcome (16-60). Activities require space for prototype creation (see 'space' below).
 - **Storytelling Workshops:** 12-15 participants allows for trust building and ample time for each person to present to the group.
- **For larger groups (20+) ask instructor about extended session time

Space & Materials

The best environment is one that accommodates group work and teamwork:

- Tables large enough for 4-6 people to create prototypes together.
- Wall space for posting and mapping out your great ideas with post-it notes and storyboards.
- Access to a computer with presentation screen and audio required for the instructor.
- Storytelling requires open space for movement

Materials: Instructor will provide creative materials & tools for activities (post-it notes, prototyping packets, markers, etc.).

STORYTELLING

Communicating Your Ideas With Confidence

Why Creative Storytelling?

The most important reason for developing and telling stories is to help **connect us to other people**.

Our big ideas come to life when we communicate them effectively to the people that matter: Neighbours, colleagues, investors, team members, bosses, our communities, and friends.

Sharing stories brings people together.



What is Storytelling?

Stories are narratives that we create to connect with others, and help make sense of the world around us. **Storytelling** is what we do when we **deliver these narratives** through various formats – **speech, visual, writing**.

Storytelling helps us reframe the past, the present, and the future. Good stories not only reveal the hopes, dreams, and aspirations of populations and cultures, but they also unveil their truths.

Good storytellers are capable of seamlessly connecting, informing, and inspiring others with their stories. This requires skills in both the **development** and the **delivery** of a narrative.

Who can use it?

Good storytelling is an especially important skill for leadership. Business owners, team leaders, entrepreneurs, community leaders, advocates, educators, and inventors, **all will benefit from the ability to share their ideas clearly and motivate others**.

STORYTELLING

PASSION
CLARITY
CLEAR MESSAGING
CONFIDENCE

Course Descriptions

A set of **intensive 2-hour workshops** help you improve your capacity to identify your passions & clarify your ideas, develop a well structured **1-minute "elevator pitch"**, and build your 'stage confidence' so you can **share your ideas with the world**.

Session 1: Writing a Good Story (Part 1)

Session 2: Presenting Your Story (Part 2)

Session 3: Present, Practice, Critique (Present to class for practice & share feedback)

Session 4: Share your story with a live audience**

Continue to share stories in the ongoing **Storytelling Forum

Part 1: Writing a Good Story

Developing a Clear & Concise Message

First, discover how your experiences, skills, and passions fuel your stories. Take an introspective journey to understanding why your story is important to you, and to others.

Next, learn the structure for creating a powerful message. Students learn about the different types of messaging (business ideas, social, personal), and how to work within the time limits of a 1-minute "elevator pitch". Use creative writing tools and reflective exercises to explore your unique message and begin writing your story. **Leave class with more clarity and a first draft of your pitch.**



Part 2: Presenting Your Story



Building Stage Confidence

Telling a story is more than words. It is also about **body language**, **tone of voice**, and how you **command the stage**. Practice using your body and voice as winning tools to deliver your message more clearly and connect with your audience.

Gain confidence and learn how to **manage "stage fright"** and **adrenaline** when presenting. Students will utilize basic theatre and acting techniques to improve confidence when presenting.

**Part 2 requires you to bring your 1-minute pitch from Part 1 well studied or memorized.

STORYTELLING

COMMUNICATE EFFECTIVELY
INSPIRE
LEAD
SHARE IDEAS

Benefits

Business Innovation - Ideas, Leadership, Productivity

- Communicate a clear company vision
- Lead teams effectively
- Build **confidence** to speak comfortably in professional networking situations, team meetings, or important interviews
- Improve interpersonal team communication for increased productivity
- **Entrepreneurs** prepare for **investment opportunities** by developing a winning '1-minute elevator pitch' to present to investors and shareholders
- Deliver your fresh ideas and/or research to others so they can understand and engage in your projects



Social Innovation - Make an Impact

- Lead people to change
- Inform people on **important global & local issues**
- Inspire people to join you in taking action
- Share what you are passionate about with others, and help them to better understand your ideas



Personal Growth - Build Confidence

- Build confidence and talk comfortably in social situations
- Share more of yourself and your experiences to **grow deeper relationships**
- Build stronger communities with your participation & new communication skills
- **Have fun telling stories!**



DESIGN THINKING

Approach for Innovation, A New Way of Thinking

EMPATHIZE
DEFINE PROBLEMS
IDEATE
PROTOTYPE
TEST

What is Design Thinking?

Design Thinking is a creative process, a methodology, used as an approach for innovation. It focuses on human needs and behaviors to translate observations into insights and insights into improved products, services, and systems.

The Design Thinking Process



The Design Thinking process works within five phases or steps: **Empathize**, **Define**, **Ideate**, **Prototype**, and **Test**. It is an iterative process, which can be used repeatedly for short-term or long-term innovations. Once you understand and experience the Design Thinking process you will begin to understand it as **a new way of thinking**.

Who can learn Design Thinking? Why use it?

You do not have to be a “designer” to practice Design Thinking. It is a way of thinking for **everyone** and can be used in **all industries**.

This creative, iterative process is used for purposes that can be applied to your business, your communities, and your personal life. **You decide!** Each of us is unique with the capacity to be creative, and to design and develop our own ideas.

Some (but not all) examples of how to apply Design Thinking:

- systems change
- product innovation & technology advancement
- problem solving & multiple-solution generation
- social innovation
- education transformation & pedagogy
- business organization, transformation, and growth
- community development & team building through collaboration

DESIGN THINKING

INTRODUCTION
METHODOLOGIES
FUTURE NARRATIVES

Course Descriptions

A set of **intensive 2-hour workshops** help you grow your creative confidence for more powerful & effective innovation. Learn about the Design Thinking process and how it can be applied to your own life, organization, or business. Start with an introduction to this creative process, and then practice the innovation methods more deeply while collaborating with likeminded people. These hands-on interactive workshops also increase the students' skills in collaboration, teamwork, and leadership.

Introduction to Design Thinking

A New Way of Thinking

An interactive presentation and discussion introduces students to the popularity, process, and purposes of Design Thinking. Students gain an understanding of how Design Thinking can be applied to their own lives, businesses, and social innovation.

Design Thinking Crash Course

Practicing the Design Thinking Process

In this interactive crash course - **designed by Stanford's dschool** - participants will work together with a partner on a 'design challenge' that takes them through the entire Design Thinking process. Students learn how to build their creative confidence, and they will leave with a taste of what it feels like to solve problems using this human-centered approach.

Elements of Innovation

Deep Dive into Methodologies used within the Design Thinking Process

Go deeper into the Design Thinking process. These intensive workshops focus on the more specific methodologies used within the phases of Design Thinking. Learn techniques for observation, brainstorming & ideation, harvesting ideas, prototyping, and testing. ****A discussion with the instructor beforehand will help determine which 'elements' are right for you and your group.**

Scenario Planning

Building "Preferable" Futures - Looking 10+ years ahead

In today's VUCA (volatile, uncertain, complex, ambiguous) world it is no longer 'business as usual'. Entrepreneurs require foresight to compete in today's business environment. In this hands-on course you explore your imagination and learn to use a scenario planning method to build possible and "impossible" futures 10+ years out. After building future scenarios, participants then use prototyping methods to help design preferable futures for their business.

DESIGN THINKING

UNDERSTAND
PROBLEM SOLVE
GENERATE IDEAS
TAKE ACTION

Benefits

Business Innovation - Idea Generation, Problem Solving, Productivity

- Develop fresh ideas & test them rapidly before investing in your R&D
- Learn methods for more productive & organized brainstorming sessions
- Create multiple solutions for your business problems - internally & externally
- Grow innovative thinkers within your company by practicing Design Thinking and applying it to your daily team collaboration



Social Innovation - Collaborative Action, Make an Impact, Organize Change

- Find new solutions for local problems or issues, put your solutions into action, and lead others to follow you and collaborate with one another
- Generate fresh ideas that lead to new products and systems that build more sustainable futures for everyone
- Through empathy work and design research understand what people really need and want



Personal Life - Everyday Problem Solving, Career & Community Development

- Find solutions to everyday problems
- Develop better systems in your household, communities, or workplace
- Build new approaches to your career development
- Exercise your imagination and increase your capacity to think and grow new ideas



TESTIMONIALS

What students, collaborators, and academics say

"As an entrepreneur with dreams of transforming the education system through yoga and mindfulness, I knew what I wanted, but never took the time to imagine what that would look like. When I took Holly Blondin's **Building Futures - Scenario Planning** course, **the vision living inside of me came to life**. With her guidance, I feel more connected to a tangible reality that I can now take the steps to building. I have felt a palpable shift in how I see the future and how I will directly impact it. What's more, the people in her course connected to my vision, giving me the confidence I need to continue my pursuits. Thank you, Holly!"

- **Lara Hocheiser, Founder, Flow & Grow Kids Yoga**
Entrepreneurship + Innovation Program 2017 LIU Brooklyn



"I have known Holly Blondin as her professor at Baruch College and now as the Dean of the School of Business at Long Island University, Brooklyn. Holly has taught and mentored for us in the areas of **entrepreneurship, design thinking, and presentation skills**. I can state without qualification that she excelled at all of these with students from high school to graduate school levels, as well as entrepreneurs working in our Entrepreneurship Center. She is an **extraordinarily gifted teacher** who imparts important knowledge and skills to her students in ways that insures they will retain them for the rest of their lives."



- **Edward Rogoff, Dean School of Business**
Long Island University Brooklyn

"I had the pleasure of being a student in Holly's New Design Firms class at Parsons in 2015. While in class Holly demonstrated engaging passion & energy for both her students and all things related to design. Her knowledge and insight about past, present and future design firms and leadership is truly **visionary**. As an industrial designer, Holly made me keenly aware by incorporating and embracing new technologies, one could remove the physical limits of a design studio or location and enable innovation, at any time. In other words, she made me cognizant that design innovation has no borders. To me, this was a profound revelation relating to the evolution of future design agencies. As a result, I am now an e-consultant pursuing business+design innovation as virtual design studio (VDS) online. **Holly is a remarkable, transformative force in the world of design!**"

- **Jeffrey Mayers, Managing Director, Design|Research**
Parsons Graduate '15, MS Strategic Design & Management
Former student, New Design Firms, Spring 2015



CONTACT

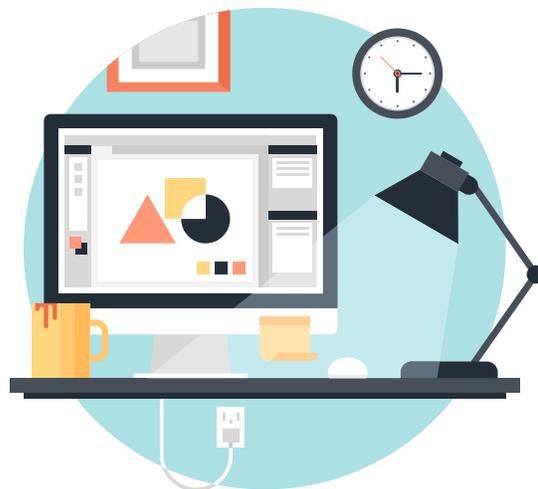
Register for Workshops, Ask Questions, Collaborate

Holly Blondin

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I am based in Barcelona, Spain. I teach and lead groups **globally**, both in-person and online. Although my courses are currently taught in **English**, I do enjoy working in multicultural and multilingual environments, and I am comfortable communicating in **Spanish**. I am passionate about education, and I enjoy helping people realize their dreams.

Please contact me with any questions, or when your team or group would like to register for an upcoming workshop. I will collaborate with you to create an **Intensive Workshop Series** that meets your needs and also fits into your group's schedule. **Pricing & Fees** are customized for each program, workshop, or coaching session. Fees based on group needs, size, and collaboration.

Workshops are ideal for:

- Entrepreneurship Centers, Incubators, & Accelerators
- Global & Local Businesses
- Conferences & Team Building Retreats
- Secondary Schools Ages 12-18
- Universities
- NGOs, Arts Organizations
- Social Groups, Associations, Clubs

Also, you can ask about these additional coaching services:

- **Private Storytelling Coaching**
- **Artist Business Plan** - A coaching program for artists pursuing professional creative careers. For groups or individuals.