



THE CREATIVE CONNECTION 4: THE CHOCOLATE FACTORY™

Innovation in action <http://www.tirian.com/programs-services/dimension-2/creative-connection/chocolate-factory.php>

A unique experiential learning hands-on exercise revolving around the production of chocolates that simulates the problems of a non-productive company and encourages finding innovative solution.

PROGRAM CONCEPT

Without innovation none of us would be eating chocolate. Instead we'd be drinking a frothy foam drink hand made by local Mayans. When production of chocolate first started it was a slow, tedious and costly process. Thanks to innovation and creative thinking we now all get to eat chocolate in its current form, but what else can we learn from the way chocolate has developed?

DESCRIPTION

The Chocolate Factory is a unique experiential learning hands on exercise. It simulates the problems of a non-productive company, and addresses the issues of customer dissatisfaction, low staff morale, and failing organizational processes. Through using The Creative Connection tools, participants learn to analyze the current state of the simulation factory (and then their business) and are showed how to redesign a workable desired state. As a result participants experience how the factory improves its efficiency by up to 200%, which raises morale and delights the customer. Through exposure to such immediate outstanding results, participants discover how they also find innovative solutions and improve systems and processes in their own organization.

- Introduces in a fun and motivating way Creative Cross Functional Process Redesign and Process Mapping
- Empowers teams to make quantum leaps in improvements
- Enables participants to see first hand the damage of silo mentality and passing off of responsibilities
- Reveals how easy it is to get overwhelmed in the process of handling emergencies.
- Shows how errors can cost time and money, as well as increasing the frustration level of the team
- Reveals the inherent need to plan for change, especially customer requirements.

OUTCOMES

Attitude Discovering the need for innovative thinking and problem solving

Approach Using current state and future state analysis methods

Action Strategic process redesign based on critical analysis

DELIVERY FORMAT	CONNECTED PROGRAMS
<ul style="list-style-type: none"> ▪ Half day program* (<i>full day+ when combined with Creative Connection Suite</i>) OR <i>process redesign workshop/ facilitation</i> <ul style="list-style-type: none"> • 15 -32 people - <i>larger groups can have simultaneous games running</i> ▪ LITE, STANDARD or HOLLYWOOD version ▪ <i>Hollywood program version can include chocolate tasting and extensive chocolate theming, & Optional comedian chef</i> 	<ol style="list-style-type: none"> 1. CSI: Who Killed Creativity? 7 Blockers to Creative Thinking 2. CSI: How to get it back – Creativities' 7 Rescue Strategies 3. The Creative Connection: The Team Actions 4. The Creative Connection: The Organization & The Customer 5. The Chocolate Factory- <i>Simulation</i> (Innovative Process Redesign) <i>Also - The Creative Appliance Project- Simulation</i>
RESOURCES	CLIENT CASE STUDIES, ARTICLES
<ul style="list-style-type: none"> ▪ Participant notebooks or notesheets ▪ Online survey ▪ Activity materials ▪ <i>Who Killed Creativity?</i> Book 	<ul style="list-style-type: none"> ▪ http://www.whokilledcreativity.com/

