

# THE CREATIVE SCENE INVESTIGATION LICENSING



JUNE2014

Based on the book “Who Killed Creativity? And How Can We Get It Back?”, and the accompanying seminars workshops, we have designed various options to learn and deliver this program suite - from one off single self-facilitated sessions, through to large bulk buy train the trainer. And several options in between. Chose an option depending on your needs and volume. Skill yourself up, or let us assist.

## MODULES SUMMARY

*(Each program below is designed to run for a day, but smaller portions can be used by the accredited trainer including the ability to run 2, 4 and 8 hour versions. Programs needs to be bought in sequence. CSI-1, > CSI-2, > CSI-5)*

**CSI-1: CREATIVE SCENE INVESTIGATION (WHO KILLED CREATIVITY?) – LITE, STANDARD & PRO VERSIONS**

**CSI-2: THE 7 RESCUE STRATEGIES (HOW TO GET IT BACK)- PRO VERSION ONLY**

**CSI-3: TEAM ACTIONS** *(not currently available for licencing)*

**CSI-4: INNOVATIVE ORGANIZATIONAL APPLICATIONS** *(not currently available for licencing)*

**CSI-5: THE CHOCOLATE FACTORY- PRO VERSION ONLY** *(& only after purchasing CSI1 & 2)*

Please see separate document or website for full program description [www.whokilledcreativity.com](http://www.whokilledcreativity.com)





"Who Killed Creativity?, has both quality and depth. It is enlightening, thought provoking, and most important, change-enabling, and the experience is both easy and fun. We know that experiential learning has the most likely chance of changing behavior over the long term, and the extended value is in the likelihood of the experience "sticking". Business, education, and government need to engage the new learnings you offer through your program. The faculty, & I in particular, will be putting the "Who Killed Creativity?" program to use in our courses. "

Jon Michael Fox

International Center for Studies in Creativity - State University of New York USA

- MORE ENDORSEMENTS <http://www.whokilledcreativity.com/endorsements/presentation/>
- CASE STUDY NESTLE: <http://www.whokilledcreativity.com/endorsements/endorsements/nestle-2/>
- ABOUT THE GAME <http://www.whokilledcreativity.com/game-board/intro-game/>
- SAMPLE TRAINING VIDEO: [http://www.youtube.com/watch?v=m6\\_2\\_21gb54&feature=youtu.be](http://www.youtube.com/watch?v=m6_2_21gb54&feature=youtu.be)



1 CSI LICENSING model 140522AG [www.whokilledcreativity.com](http://www.whokilledcreativity.com) [www.tirian.com](http://www.tirian.com) [info@tirian.com](mailto:info@tirian.com)

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## CSI-1: CREATIVE SCENE INVESTIGATION (WHO KILLED CREATIVITY?)

Available Formats: <http://www.whokilledcreativity.com/game-board/presenting-options/>

- LITE** Instant downloadable self-facilitated
- STANDARD** Facilitated by a single trainer, multiple times OR Educational Institutions.
- PRO** Train the trainer full version, company run & multiple times – only available to companies (in-house) OR Accredited PRO trainers.

*-The reason for the "different" levels is they are designed to make sure that the time allocates, content depth, training, experience, & facilitator is appropriate for the group. From a client perspective they may want to know how much experience the facilitator / trainer has. EXAMPLE: A PRO Platinum level accredited person should be able to work with more senior or dysfunctional groups, diagnosing & solving difficult problems, and hence charge more due to the experience they bring and depth of facilitation they can offer. Tirian will advertise trainers on their website for clients to locate, and match to their client needs.*

VERSION	LITE	STANDARD	PRO
Latest version release date	June 2014	June 2014	Oct 2014
Soft copy (disposable PFD downloads) - OR - (softcopy OR hardcopy)	<b>US\$49</b> ( EUR36/ S\$60 / HK\$391/)	<b>US\$449</b> ( EUR336 /S\$550 /HK \$3,582/)	<b>NA</b>
Hard copy game board kit (plus postage) <i>All credit card prices will be invoiced in AU\$ (exchange rates may vary)</i>	NA	1 game board, card set, bag. (PPT downloadable) <b>\$549</b> (EUR411/S \$719 HK \$4,460/) + shipping	Includes full licence (includes 3 game sets, good for 3 tables and or up to 42 people). <b>\$5500</b> (EUR4120/ S\$7,194 HK \$44,596/) Extra game board & cards (\$150 each) / this allows more than one table to participate per session
Licensed for	Single person / single use / per game board (1 game board /cards download is good for one table up to 14 pax)	-Single person / multiple use. Can reprint Game board / cards) via PDFs for multiple use or larger groups. -Educational institutions (single teacher)	Company licenced/ multiple use. OR accredited individuals & small training companies Can buy or reprint Game board / cards) via PDFs for multiple use or larger groups
Recommended for	Small groups internal leaders & teams, one off session (up to 14 people, per game board)	Single operator training company OR single internal HR person (group size no limit) Educational institutions	Training companies & /or HR departments , leaders wanting to use this session repeatable and in depth. <b>OR</b> accredited individuals & small training companies (group size: no limit, can download additional kits &/or buy hard copies)
Outcomes	Generate initial group discussion on the topic	Generate group discussion on the topic	Full immersion into the whole topic
Contents	<ul style="list-style-type: none"> <li>Game WKC (with basic intro and conclusion)</li> </ul>	<ul style="list-style-type: none"> <li>Creative thinking Intro</li> <li>Game WKC</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Creative thinking full Introduction</li> <li>Game WKC</li> <li>Full debrief action planning &amp; goal setting</li> </ul>
Rec Length of session	1-2 hours	2-4 hours	2-6 hours
Board game and cards	Yes	Yes	Yes
Power Point	No	Game deck (PDF): 70 slides with notes	<ol style="list-style-type: none"> <li>Intro deck (prezi)</li> <li>Game deck:150+ slides with notes</li> <li>Debrief deck</li> </ol>





## MATERIALS PACKAGE:

Included in the Participant Kits (Check level for exact materials per level, extras can be purchased separately)



**Package includes:**  
CSI game, as above

**Book**  
"Who Killed Creativity?"  
(280 pages) RRP \$29  
[book](#)

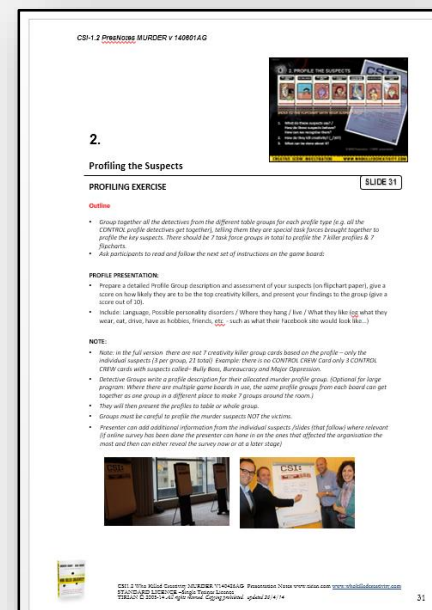
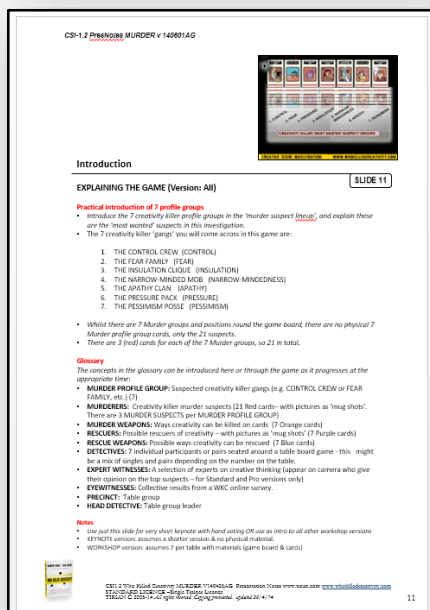
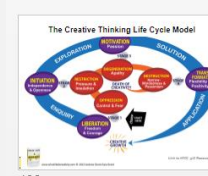
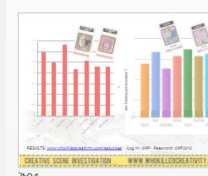
**Workbook:**\*  
for participants to use in the sessions  
(16 A4 pages per program workbook)  
\$19 p/p

**Flipcharts & banners\***  
\$100 per table group (rec 7pax)

**Summary worksheets**  
4 page colour A4-PDF  
\$9 OR \$19 (hardcopy)

**PRESENTATIONS** Professionally designed PPT /PDF  
Slides & facilitation notes: Standard version 70, Pro version 150

Extension videos, case studies, diagrams and pictures to walk you through exactly how to run the sessions.



## ACCREDITED PRO VERSION - DETAILED INFORMATION

### Pro versions are available for the following 3 programs

- CSI-1: CREATIVE SCENE INVESTIGATION *Who Killed Creativity?*
- CSI-2: THE 7 RESCUE STRATEGIES *How To Get It Back- Human Centric Design Thinking*
- CSI-5: THE CHOCOLATE FACTORY – *Innovative Process Redesign Simulation*

#### LEVEL STATUS PAYMENT OPTIONS: per program

- Payment to use the program is broken down into 3 sections: allowing each company to customise to their specific situation.

- 1) **MATERIAL STARTER PACK KIT FEES** (one time fee) & is good for up to 20 pax (additional kits can be ordered for larger groups)
- 2) **TRAINING** : Tirian to train, coach and assess a small hand-picked team to deliver the program(s). one time fee)
- 3) **PARTICIPANT KITS** (& royalties) based on per person, (ongoing based on per person & pre purchased in packets of 100, 200 & 400 and includes Participant kits required for each program session)

#### PRO VERSION:FULL TRAINING PACKAGE STARTER FEE USD\$19500 (per 1 day of program)

- Materials 1 kit (for 20 pax)
- 1 master trainer (Tirian) (3 onsite days total)
- 1 day delivery of program, with trainees participating or observing
- 2 days training (5 trainees)
- 15 hours follow time (skype) for trainees
- IP Royalty free for the first 6 months, or 50 people (whichever is first).

(This packaged price contains over \$10,000 of added value).

-or-

Breakdown Fee structure – per program (USD)			
PRO VERSION	Silver Trainer Level	Gold Trainer Level	Platinum / Master Trainer Level
<b>1) Material costs &amp; program IP</b> (3 kits -good for up to 3 tables/20 pax)	CSI-1: \$5500 (plus shipping) CSI-2: \$5500 (plus shipping) CSI-5: \$5500 (plus shipping) Includes the first 20 people royalty free.		
<b>2). Training fee</b>	Client delivery days @\$10000, with additional training days @\$5000 per day. (note: min fee applies per sessions) (Optional additional \$250 hour skype support coaching)		
<i>Training delivery experience</i>	<i>Min 1 day</i>	<i>Min 2 days</i>	<i>Min 4 days</i>
<i>Trained to facilitate outcomes</i>	EDUCATIONAL: Intended to change the way people feel <u>and</u> think (to gain awareness of needs, to add knowledge of new concepts, to understand new ways to look at old or familiar concepts. Helps a group solve a problem by facilitating an effective process.	DEVELOPMENTAL: designed to change the way people feel, think, <u>and</u> behave (by increasing positive functional behaviour. Helps a group solve a problem by facilitating an effective process.	REDIRECTIONAL: designed to change the way people feel, think, behave <u>and</u> resist (by increasing positive functional behaviour,& addressing dysfunctional behavior. The group learns to solve a substantive program <u>and</u> learns to improve its process at the same time.
<i>Exposure</i>	<i>Delivered to at least 2 sessions to over 50 participants</i>	<i>Delivered to at least 4 sessions to over 100 participants</i>	<i>Delivered to at least 8 sessions to over 200 participants</i>
<b>3). Participant Kits</b> (includes material package, IP/royalties + a copy of WKC book per person)	Buys participant kits in bulk 100 pax @US\$70p/p/program	Buys participant kits in bulk 200 pax @US\$65 p/p/program	Buys participant kits in bulk 400 pax @US\$55 p/p/program



## LEVELS & HOW TO PURCHASE ROYALTIES:

- 1) Once achieved the level is good for 2 years. To stay in a level for the 2 years at least one purchase of the corresponding Participant Kits bulk rate must be bought. (Example: Gold level must buy at least one Participant Kits bulk order of 200 per 2 years)
- 2) Once a level is reached, a company can pre buy in bulk participants kits at any rate below their highest level if they don't wish to continue buying in large numbers. (Silver p/p, Gold p/p, or Platinum p/p,) but each trainer will only be qualified according to the other necessary variables such as the min training requirements for each level. *(ie to become a Platinum trainer they must have completed 4 days of training, delivered 8 sessions to 400 participants & the trainer or company has bought 400 Program kits)*
- 3) The buying of the Participant Packs can be split – example a company can buy 100 CSI-1 and 100 CSI-2 to combine to get the Gold package rate of buying 200 in bulk order.
- 4) *Note each program above is a days' worth of material. Shorter sessions can be run by the licence but the rates do not change.* Programs and training must be bought in sequence / order. CSI1, CSI2, CSI5.
- 5) Any client wanting a REDIRECTIONAL facilitated outcomes – should be looking to engage a longer intervention workshop consisting of multiple days- combining programs and allowing extra time for actual critical problem solving sessions, facilitation of issues & pre consulting.
- 6) To be accredited and advertised by Tirian trainers AND In order to not compromise the quality of the programs and the full experience of the participants, Tirian requires that participant kits are bought and used every time the program is run. Anyone advertising and selling without buying the participants kits will be un-accredited from any level. (They can continue to use the Pro version and buy materials (non bulk rates) but no longer can advertise they are accredited at any levels).

### • PUBLIC PROFILE:

- 1) Accredited companies and their trainers will be published on our websites with details and direct links to their personal websites. This is to allow clients to access international programs knowing that they are getting approved experience trainers.
- 2) A qualified trainer will retain their public status for 2 years, but has the option to later buy smaller orders at the Silver or Gold rates as needed. After 2 years re training is not necessary but another bulk purchase is required to maintain the status.

### • TRAINING FEE OPTIONS TO SUIT YOUR NEEDS:\*\*

1. **Attend a public training course** (get a small group together in your region to create a training session.) Fee is \$3000 per 2 day session (min numbers (5) & travel expenses may apply)
2. **Trainee to invite the master trainer to run a session with the Trainee's client** (whom the Trainee can charge for), and the trainee can get trained up in the process. (Standard TIRIAN presenting rates apply, for the master trainer (plus materials, kits & travel etc) and if needed, outside of the days session, hourly additional rates apply for coaching) \$250 hour/skype)
3. **Attend (as a support facilitator) a corporate session (for a real client) run by the directors,** – and receive some personal on the side training or follow up phone calls. *(note this can only happen on limited scale, where appropriate: when the directors feel that there is a suitable match for the client and the trainee, where there is a pre established relationship and history with Tirian, and the participant will need to be a professional facilitator who can commit to pre training reading, + would be required to facilitate (as a Tirian paying client will expect some pre knowledge & facilitation.)*
  - All personal attending costs must be covered by the trainee. Travel (time based) fee may also apply.

### • MASTER TRAINER:

- 1) A Platinum Trainer after purchasing at least 1 Platinum level (400), & have been trained by the directors, can apply for Master Trainer Status and train others to a silver or gold level.
- 2) A Master Trainer can then buy kits at 20% reduction AND pre paid licence fees packages at the platinum rate (and can onsell the kits at RRP AND Silver and Gold trainers under their training and managing for the RRP respective rates.)
- 3) Master trainers can also set their own presenting fees / numbers conditions for training courses.
- 4) *There is no additional fee to become a Master Trainer but must be approved by the Directors*
- 5) *Master trainers must send up to date detailed records (names, email, companies etc) of all people they accredit.*



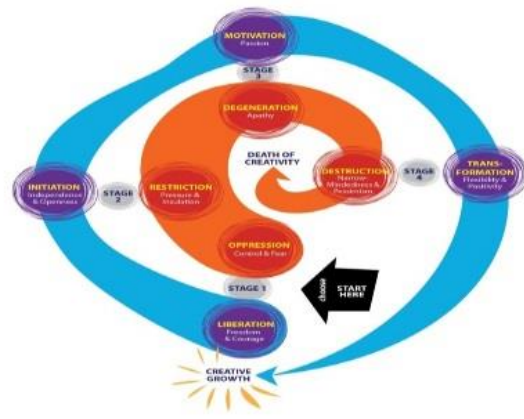


• **WKC BOOKS, EBOOKS & REPEAT PARTICIPANTS:**

- 1) Included in the **Participant Kits** / Royalty fee is a hard copy of the "Who Killed Creativity?" book (RRP\$30) (hard copy). However shipping is a separate cost. Books can be shipped from Wiley publishers out of Australia, Singapore, UK or USA.
  - 2) *eBooks versions can be bought to replace the hard copy however this will need to be purchased direct from Amazon / iTunes or GooglePlay and a \$20 credit will apply to the p/p purchased fee. (Proof of e-orders will need to be shown to receive the credit).*
  - 3) *Repeat participants (doing multiple programs Example CSI-1 then doing CSI-2 and CSI-4) may only need 1 copy of the WKC book so \$20 credit will apply to this situation if needed after completing the first program. (proof of purchase will need to be shown)*
- **OPTIONAL EXTRAS:** to theme up the session, can include: CSI vests / Flashing police light / Flip chart Banners / WKC CSI tape / Debrief Postcards / Rubber gloves / Magnifying glasses / Chalk / Banners etc
  - **Translations:** these are permitted with written permission, and approval. Tirian to receive and retain all copyright and the translation. (the translators name can be acknowledged)
  - *All credit card prices will be charged in AUS. Other currencies are estimations only.*



Table set up



The CSI Model



Always 100% involvement and interaction