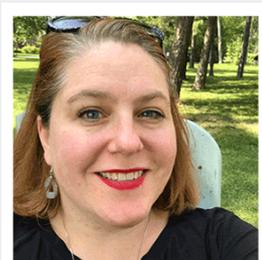
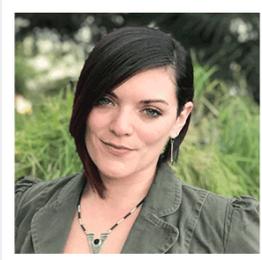




RESET. RESTART. RE*ENERGIZE

FLORIDA CREATIVITY CONFERENCE | MARCH 12-14 + 19-21, 2021

18TH ANNUAL
2021 FLORIDA CREATIVITY
CONFERENCE PRESENTERS



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THANKS

The 18th Annual Florida Creativity Conference is possible by support provided by Florida Creativity Alliance, Inc.

Each year we have many people have contribute to the Florida Creativity Conference. This year we'd like to highlight people that have contributed to our organization to make it possible to welcome so many people to the experience.

KEYNOTE PRESENTERS



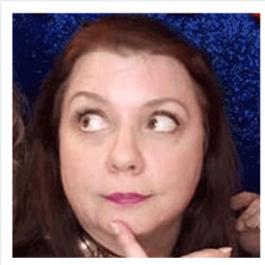
MISSY CARVIN



SUSAN NEWHOUSE

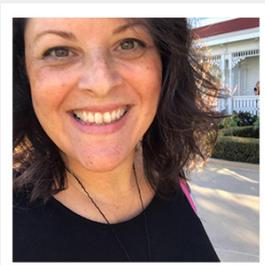


RENEE PASER-PAULL

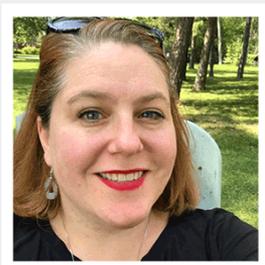


BETH SLAZAK

CORE TEAM



ROSEANNE AVELLA-PEREZ
CREATIVE DIRECTOR



MISSY CARVIN
PROGRAM PLANNING



SUZANNE DAMERON
MEDIA LIAISON



ELLEN KORONET
EVALUATIONS
COORDINATOR



KITTY HEUSNER
CONFERENCE
FOUNDER



HEDRIA SALTZMAN
PAST CHAIR



WELCOME



WELCOME to the 18th Florida Creativity Conference...a time to RESET...RESTART...and RE*ENERGIZE!!

This has certainly been a year of challenges as we all are moving through the COVID- 19 Pandemic and the resulting concern, isolation and loss. It is a joy to still be able to come together to celebrate the power of creativity and to stretch our own skills and mindsets.

My deep appreciation goes out to Missy and Roseanne for making it possible for us to gather in this time of isolation. A time to...

***RESET**...change our perspectives and celebrate the opportunity to gather in new ways.

***RESTART**...begin again with fresh awareness and a sense of new potential; and

***RE*ENERGIZE** ... reinvigorate our creativity “muscles” to approach the challenges as opportunities and to explore the possibilities that emerge.

Thank you for joining us and for being lights of encouragement as we move forward in our world that has been forever changed. While we certainly look forward to meeting again in person in 2022, we celebrate being together virtually to learn and grow.

Thank you for sharing this “bumpy” ride!
Kitty Heusner

RESET. RESTART. RE*ENERGIZE | FLORIDA CREATIVITY CONFERENCE SCHEDULE

WEEKEND 1: MARCH 12-14, 2021

FRIDAY, MARCH 12	SATURDAY, MARCH 13	SUNDAY, MARCH 14
9:00 - 9:30 AM OPENING/WELCOME	9:30 - 11:00 AM CREATIVITY AND COMMUNICATIONS GO TOGETHER LIKE PEANUT BUTTER AND JELLY • Suzanne Dameron and Martha Wells	9:30 - 11:00 AM DISCOVER YOUR CREATIVE PASSION PROJECT • Laura West
10:00 - 11:30 AM HARNESS THE POWER OF YOUR FLOW STRATEGY™ FOR UNLIMITED CREATIVITY • Diane Allen	12:00 - 1:30 PM LEADING THROUGH THE ENNEAGRAM – VALUABLE INSIGHTS FOR SELF-TRANSFORMATION AND BUILDING EFFECTIVE TEAMS • Susan Newhouse	12:00 - 1:30 PM KEYNOTE ART OF THE SOUL: RELEASE, RECLAIM, RENEW Renee Paser-Paull
12:30 - 2:00 PM BRINGING REAL CREATIVITY TO A VIRTUAL WORLD THROUGH APPLIED IMPROV • Izzy Gesell	2:30 - 4:00 PM CREATING THE VISION FOR YOUR FUTURE • Dr. Roger Firestien	
3:00 - 4:30 PM PLAYING WITH POSSIBILITY IN TURBULENT TIMES; A LEADER'S PLAYBOOK FOR RESILIENT TEAMS • Kirsten Anderson	5:00 - 6:00 PM NETWORKING/MINGLE/ACTIVITY	
7:00 - 8:30 PM KEYNOTE BEING CREATIVE ON PURPOSE • Missy Carvin and Beth Slazak		

WEEKEND 2: MARCH 19-21, 2021

FRIDAY, MARCH 19	SATURDAY, MARCH 20	SUNDAY, MARCH 21
9:30 - 11:00 AM CREATING A HUMAN-CENTRIC BUSINESS CULTURE • Stephanie Krell	9:30 - 11:00 AM PLAYING TO CREATE: VIDEO GAMES AND CREATIVITY • Erica Newport, PhD and Csaba Osvath	9:30 - 11:00 AM CREATIVITY AND THE LABYRINTH OF YOUR MIND • Gail Condrick
12:00 - 1:30 PM WILD IN SIGHT • Melissa Miller	12:00 - 1:30 PM KEYNOTE BACK TO YOU: RECONNECTING YOUR PAST WITH YOUR FUTURE • Susan Newhouse	12:00 - 1:30 PM THE ART OF POP UP SANCTUARIES: USING CREATIVITY TO DISRUPT BURNOUT AND MENTAL FATIGUE • Kaneshia Baynard
2:30 - 4:00 PM CULTIVATING AUTHENTIC JOY, KINDNESS, & CONNECTION THROUGH IMPROV • Elise Rodriguez	2:30 - 4:00 PM CREATIVITY AS A ROAD TO RESILIENCE THROUGH LIFE TRANSITIONS AND "DETOURS" • Amy Oestreicher	2:00 - 3:00 PM CLOSING
7:00 - 8:30 PM COCKTAIL HOUR/GAME NIGHT/SOCIAL		

BEING CREATIVE ON PURPOSE

MISSY CARVIN + BETH SLAZAK

FRIDAY, MARCH 12, 2021 | 7:00 - 8:30 PM

Wouldn't it be great to have a tried-and-true process to create your own ideal outcomes? With Creative Problem Solving (CPS), you can take purposeful steps towards making your ideas a reality and learn tools that you can immediately apply to your plans.

In this fast-paced session, our trainers will take you through the four stages in the Creative Problem Solving process so that you can work on a challenge that is important to you. This session is for those looking to solve problems faster and with more deliberation.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- You will learn the Creative Problem Solving process.
- How to solve problems faster and more creatively.
- How to tap into your own innate creativity.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- You might become more tolerant of ambiguity.
- You might not rely on the first good idea you come up with.
- You might get faster at creating novel solutions to your problems.

Now What:

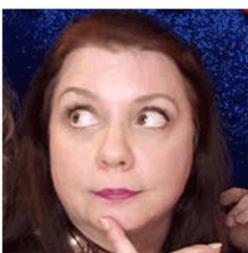
What are 3 ways your attendees might apply what they learn in your workshop?

- Solve problems at work, home, or school faster.
- Work better with teams and family members.
- Become better at helping others solve their challenges.



MISSY CARVIN

Missy Goldwasser Carvin joined New Directions Consulting, Inc. in 2007. Although she had worked for the firm on a part-time basis for almost 15 years, she had put her BA in theater and history from Hartwick College into service working for Girl Scouts. Now she is the President of New Directions, heading up the creative and online services as well as designing and implementing "traditional" research projects. She has been a leader at CPSI since 2011 and has also presented workshops at Florida Creativity Conference and Mindcamp.



BETH SLAZAK

Beth holds a Bachelor of Arts from the University of Buffalo in History and Dance, a Social Studies Certification in Education from Buffalo State, and a Masters of Science in Creative Studies from Buffalo State, and has completed a three-year Certified Humor Professional program. Beth has spent time at every level of the education world, from Elementary to college, instructing minds in the tools and techniques of creativity. Beth has led many Creative Problem Solving workshops, providing professional development skills to people in Canada, Mexico, Italy, and all over the US.

ART OF THE SOUL: RELEASE, RECLAIM, RENEW

RENEE PASER-PAULL

SUNDAY, MARCH 14, 2021 | 12:00 - 1:30 PM

When was the last time you broke out crayons, colored paper and glue – not for a child, but for you?

If you think you're not an artist, think again. Delve into what your soul wants to share with you (and perhaps some others, too.) When was the last time you broke out crayons, colored paper and glue – not for a child, but for you?

If you think you're not an artist, think again. Delve into what your soul wants to share with you (and perhaps some others, too.)

Spend your time in this highly experiential & experimental zone of music, movement, meditation, and manifesting. It will encompass everything from your mind to your breath, hands, and whole body. When you tap into your soul, you not only grow with your self, you also grow those you interact with.

You will probably laugh, you may possibly cry, and most of all you will surprise yourself with what you uncover – and maybe what others uncover with you.

Walk, dance, or ethereally float away with some beautiful and tangible reminders of what you did and what you discovered.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- You will create pictures that speak louder and often deeper than words.
- You will participate in activities that are inexpensive and use easy to find materials.
- You will connect feelings and thoughts with words and actions.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- You might realize that creative tools are readily accessible.
- You might obtain a deeper understanding of yourself through other eyes.
- You might display you self-generated, positive reinforcement works of art.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- You might continue to engage in art that is quick and easy, yet profound.
- You might find it easier to reframe or transform negative experiences and emotions.
- You might incorporate new tools that can replace or expand verbal expression.

KEYNOTE PRESENTER



RENEE PASER-PAULL

Because of her harrowing experience with a serial sexual predator, and decades of teaching, training and coaching, Renee offers a unique combination of tools, insights and integrative activities that go beyond “Me too” and talk therapy. She provides the key to a life filled with joy, creativity and laughter for trauma survivors who want to break out of their personal prisons and thrive.

When not a Zoom call, recording voiceovers, or writing her book, “Let Your Life Take Flight”, you may find Renee busting out a dance move, on a volleyball referee stand, or taking a walk in her lovely rural town with her husband – and when she’s lucky, with her teenage son.

BACK TO YOU: RECONNECTING YOUR PAST WITH YOUR FUTURE

SUSAN NEWHOUSE

SATURDAY, MARCH 20, 2021 | 12:00 - 1:30 PM

Since the onset of the global pandemic, we've been in a state of flux. Time has simultaneously stood still and flown by. This time of isolation has also been a time of introspection and retrospection, reminding us of what is truly important in life.

In this session, you will travel through time to visit your past, present and future to turn retrospection into renewal.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- Explore various defining moments in your life.
- Uncover your true essence and internal power source.
- Envision a better future state you would like to achieve.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- Understand how past experiences reflect on the person you are today.
- Identify what brings you joy in the everyday.
- Identify and address barriers to success more quickly.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- Align your true essence to your future goals.
- Create an action plan that will propel you into your desired future.
- Take small steps every day that will create big change.

KEYNOTE PRESENTER



SUSAN NEWHOUSE

A dynamic facilitator who harnesses the power of human connection, Susan applies principles of Creative Problem Solving, Design Thinking, Multiple Intelligences Theory, and Improv to disrupt ordinary thinking and create breakthrough for individuals, teams and organizations. For the past 20 years, she has facilitated and moderated hundreds of cutting-edge innovation sessions for Fortune 500 Companies and designed facilitation training programs which she has delivered around the globe. Susan received her degree in Communications from the University of Illinois, studied improv at Josephine Forsberg's Players Workshop of the Second City, and has received certifications in LEGO® SERIOUS PLAY® Methods, FourSight™ Creative Thinking System, and InviteChange's Credentialed Coach Pathway. She has also taught at several international creativity conferences, including the Creative Problem Solving Institute, Florida Creativity Weekend and ACRE/EDU in South Africa.

HARNESS THE POWER OF YOUR FLOW STRATEGY™ FOR UNLIMITED CREATIVITY

DIANE ALLEN

FRIDAY, MARCH 12, 2021 | 10:00 - 11:30 AM

Diane Allen has helped thousands of people around the world to break through their performance gaps and unleash their potential and in this experiential multi-sensory talk she shows people how to access a powerful thought process that increases learning speed, creativity, and makes outstanding performance readily available.

Diane shares her simple three step system for people to first access their flow state and then apply it to unleash their potential.

A veteran of virtual presenting, Diane seamlessly weaves music, images, storytelling, neuroscience, and how-to's engaging audiences through coaching, discussion, and polls.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- Discover your Flow Strategy™ and discover your most compelling creative motivators.
- Learn how to apply your Flow Strategy™ to access creativity on demand.
- Use your Flow Strategy™ to be your best outside of your comfort zone.

So What:

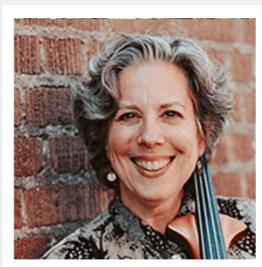
What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- Flow state is universal.
- Flow state is something you can "get into" on purpose.
- Flow state is accessed with purpose.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- Release creative blocks.
- Access flow state without lengthy rituals.
- Increase the quality of your output.



DIANE ALLEN

Diane Allen, as seen in her TED talk, is an expert on practical applications of the flow state helping thousands of people around the world to break through their performance gaps and unleash their potential. Known as The 'Own Your Potential' Speaker & Violinist, Diane is a sought-after speaker and consultant to organizations, influential leaders and entrepreneurs, looking for that edge of performance that only a fifty-year Copper Dragon Violinist can deliver.

BRINGING REAL CREATIVITY TO A VIRTUAL WORLD THROUGH APPLIED IMPROV

IZZY GESELL

FRIDAY, MARCH 12, 2021 | 12:30 - 2:00 PM

The skills that make Improv Theater players successful are attainable by all of us by understanding what skills Improvisers develop and how they master those skills through repetition and changing their internal self talk. This interactive, insightful & fun workshop will give you the activities and strategies that will help you bring the Improv mindset and experience to your personal & professional life.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- You will experience how self-talk helps or hinders personal & group creativity.
- You will be able to apply at least 3 activities to your personal and/or professional life.
- You will be able to describe how an improv mindset impacts the 4 stages of creativity.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- Able to disagree with another person without becoming argumentative.
- Less risk averse.
- More confident in their ability to think on their feet.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- In personal relationships to maintain a dialogue and reach a shared understanding.
- In their work with teams and groups.
- In their ability to try new forms of creative expression.



IZZY GESELL

The skills that make Improv Theater players successful are attainable by all of us by understanding what skills Improvisers develop and how they master those skills through repetition and changing their internal self talk. This interactive, insightful & fun workshop will give you the activities and strategies that will help you bring the Improv mindset and experience to your personal & professional life.

PLAYING WITH POSSIBILITY IN TURBULENT TIMES; A LEADER'S PLAYBOOK FOR RESILIENT TEAMS

KIRSTEN ANDERSON

FRIDAY, MARCH 12, 2021 | 3:00 - 4:30 PM

As we RE-imagine what our future, our organizations, our work might look like going forwards we can C.H.A.R.G.E our batteries and creative capacity with the Playful Mindset. We will explore, play, and smash the status-quo for better places to work. Bring your LEGO® for some Serious Play® as we get hands-on, follow our curiosity and discuss the ideas and approaches that will build our vision brick by brick.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- You will learn six ways to build resilience in yourself and your teams.
- You will connect with fellow participants sharing your ideas with equal time.
- You will create artifacts that will be a significant reminder of the insights you discover.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- You will understand how a playful approach and actions with your team will benefit creative output.
- You will develop habits that prioritize play to fuel productivity and creative thinking.
- You will have a new perception of how to cultivate creativity in a professional setting.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- You will apply your resilience skills to lead your teams with more trust and connection.
- This safety fuels further creative collaborations and innovation.
- Thirdly you will be able to apply a playful approach to deal with challenges and continuous change in a creative way.



KIRSTEN ANDERSON

After 25 years as an entrepreneur in the toy industry, and over a decade as the play expert on Global TV, Kirsten sold her award-winning toy store to bridge her expertise in business leadership and the bottom-line benefits of playfulness at work. Though some call her a Playologist, she's actually an international keynote speaker on the power of playfulness to supercharge creativity, innovation, wellness, culture, & team dynamics. Integrate Play Solutions is a boutique training corporation working with organizational teams in diverse industries, remotely and in person, to help solve their messiest challenges and thrive through change using experiential methods.

CREATIVITY AND COMMUNICATIONS GO TOGETHER LIKE PEANUT BUTTER AND JELLY

SUZANNE DAMERON + MARTHA WELLS

SATURDAY, MARCH 13, 2021 | 9:30 - 11:00 AM

Creativity and Communications go together like peanut butter and jelly. When we deliberately apply the Creative Problem Solving process to a communications challenge, it delivers powerful results. In this practical and engaging session, participants will be introduced to the 4-step CPS process as developed by FourSight and provided an opportunity to apply new techniques to a current communication challenge.

Participants are asked to bring 3-5 communication challenges to the session (What question do you hate answering? What concept is hard to describe? How do you decide what to say first when making a point?). Challenges may be personal (friends, family) and/or professional (colleagues, staff, supervisors, managers). This session's facilitators are communications professionals and certified in the FourSight framework of Creative Problem Solving.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- You will learn the Creative Problem Solving Process.
- You will learn CPS tools to apply to a communications challenge.
- You will learn the basics of the FourSight Framework and approach to CPS.
- You will learn some basic communication techniques and how to apply them.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- Effective communication enhances productivity, builds trust and minimizes conflict.
- Being more confident that you can "say what you mean and mean what you say" allows you to more fully participate in conversations and negotiations rather than focusing on what you're going to say next.
- Applying these techniques can aid development of writing skills.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- Preparing for difficult conversations in both professional and personal situations.
- Handling Q & A situations more effectively.
- In everyday conversations.



SUZANNE DAMERON

Suzanne Dameron, APR, CPRC, is an accredited, award-winning communications consultant and FourSight facilitator for purpose-driven organizations. With core strengths in strategy, branding, and messaging for campaigns large and small, Suzanne brings more than 20 years of public relations experience to the table. As a FourSight facilitator, Suzanne pilots creative problem-solving sessions for leaders and teams. Suzanne is the principal of Lime Communications.



MARTHA WELLS

Working extensively with cultural nonprofit organizations related to science and conservation for more than 30 years, Martha has successfully strategized campaigns and events that raised money and positive awareness for issues and organizations. She began melding creative problem solving with communications as an outgrowth of counseling about issues management and media relations, and teaching public relations. As a FourSight facilitator she helps groups learn to work together and communicate more effectively. Martha currently oversees fundraising, communications and community relations at The Bishop Museum of Science and Nature's where she serves as Chief Community Engagement Officer.

LEADING THROUGH THE ENNEAGRAM – VALUABLE INSIGHTS FOR SELF-TRANSFORMATION AND BUILDING EFFECTIVE TEAMS

SUSAN NEWHOUSE

SATURDAY, MARCH 13, 2021 | 12:00 - 1:30 PM

When moving through life and work, we often operate on “auto-pilot,” relying on well-rehearsed roles that have served us well in the past. What role do you assume in personal and professional encounters...are you the Perfectionist, Helper, Achiever, Individualist, Observer, Loyal Skeptic, Boss or Peacemaker?

These are the basic Enneagram types, the nine distinctively different ways in which people feel, think and behave. Rooted in ancient Sufi teaching, this personality system has been used for many years for spiritual growth, self-discovery and self-actualization, and is increasingly being used in businesses and professional settings for resolving conflict, leadership development, team effectiveness and organizational culture change.

Each Enneagram type is grounded in a “worldview” which resides in our subconscious minds. We are often blind to how our inward motivations and feelings affect our outward behaviors. And, when working in teams, much of our frustration lies in our inability to understand others’ point of view, resulting in a breakdown of communication, collaboration and productivity. By knowing yourself and others as you actually are, the Enneagram helps you get out of our own way and develop personal and working relationships that yield positive results.

What:

What things might your participants learn or experience as a result of your workshop?

- Learn about the 9 different Enneagram types.

So What:

What might be 2 ways that the content of your workshop changes your attendees’ perceptions, habits, ways of working, or view of the world?

- Recognize your own subconscious patterns of thought and behavior.
- Identify individual and collective strengths and weaknesses.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- Develop strategies for managing conflicts.
- Enhance team communication and collaboration.
- Begin to lead with more empathy and compassion.



SUSAN NEWHOUSE

A dynamic facilitator who harnesses the power of human connection, Susan applies principles of Creative Problem Solving, Design Thinking, Multiple Intelligences Theory, and Improv to disrupt ordinary thinking and create breakthrough for individuals, teams and organizations. For the past 20 years, she has facilitated and moderated hundreds of cutting-edge innovation sessions for Fortune 500 Companies and designed facilitation training programs which she has delivered around the globe. Susan received her degree in Communications from the University of Illinois, studied improv at Josephine Forsberg’s Players Workshop of the Second City, and has received certifications in LEGO® SERIOUS PLAY® Methods, FourSight™ Creative Thinking System, and InviteChange’s Credentialed Coach Pathway. She has also taught at several international creativity conferences, including the Creative Problem Solving Institute, Florida Creativity Weekend and ACRE/EDU in South Africa.

CREATING THE VISION FOR YOUR FUTURE

DR. ROGER FIRESTIEN

SATURDAY, MARCH 13, 2021 | 2:30 - 400 PM

The book of Proverbs says, “Where there is no vision, the people perish.” The Ghanaian proverb says, “The poorest person in the world is not the one without money, but the one without vision.”

The difference between the winners and the “also ran” are the visions and powerful images they create about their future. This is true in athletics and it is even more important in life.

Whether you are 16 or 60, having a compelling vision for your future is absolutely vital for success and health. Research on aging has found that those individuals who have a higher sense of purpose live healthier and longer lives.

What:

What 3 things might your participants learn or experience as a result of your workshop?

- Learn how to craft your life and design your future.
- Take the long view for your future to move beyond the day-to-day tactics that may keep you in the past.
- Leave with a vision of your future and specific actions you can take to propel you toward that future.

So What:

What might be 3 ways that the content of your workshop changes your attendees’ perceptions, habits, ways of working, or view of the world?

- Learn how to craft their lives.
- Learn to take the long view of their future.
- Develop a vision to help them age as creative and productive individuals.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- They will develop a vision of their future.
- They will develop a step by step plan to achieve that vision.
- They will learn to relax and rehearse their vision for the future.



DR. ROGER FIRESTIEN

Dr. Roger Firestien has taught more people to lead the creative process than anyone else in the world. By applying Roger’s work in creativity:

- Clorox solved a 77-year-old problem in 15 minutes;
- General Motors came up with a \$1.50 solution that saved the company \$50,000 a week;
- Mead Paper developed a world-class line of products and saved \$500,000 a year;
- Western New York developed strategies that were incorporated into a plan that was awarded One Billion dollars for economic development.

Called “The Gold Standard” of creativity training by his clients, he has presented programs in creativity to over 600 organizations nationally and internationally ranging from Fortune 500 corporations, government agencies, universities, associations, and churches.

Dr. Firestien is president of Innovation Resources, Inc. and senior faculty and associate professor at the Center for Applied Imagination at SUNY Buffalo State.

Roger is the author and co-author of six books. His expert views on creativity have been reported in Fast Company, Forbes, Investor’s Business Daily and The New York Times.

DISCOVER YOUR CREATIVE PASSION PROJECT EFFECTIVE TEAMS

LAURA WEST

SUNDAY, MARCH 14, 2021 | 9:30 - 11:00 AM

In this workshop we will explore what is a Creative Passion Project and how it will change your life, career, business and even the world! Passion projects come in all sizes and forms. They are a way to infuse your energy, enthusiasm and purpose into a project that can create a meaningful impact and big ripples in the world...with even the smallest of efforts.

We will uncover your inner resources and callings to call your idea forth. Then look at what resources do you need – internally and externally to move forward. Participants will leave the workshop with a clear idea of what their Creative Passion Project looks like and a 90 Day plan for the next steps...along with a renewed sense of enthusiasm and possibility!

We'll use mindmap worksheets for brainstorming and breakout sessions to discuss ideas and resources.

What:

What things might your participants learn or experience as a result of your workshop?

- What is a Creative Passion Project and how can it re-energize their life or business?
- Re-discovering their Beautiful Brilliance and how their uniqueness is perfect to birth this new creative project.
- Creating a map of the next 90 days and next steps for launching their project.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- They will let out their deeper dream of a project that is meaning and has creative expression.
- They will also realize how they are the perfect one to bring this project to life with their unique qualities – this will give them more confidence, enthusiasm and conviction.
- They will realize how powerful they really are and see how a simple Creative Passion Project can change their world.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- This is real life application all the way through.
- They will learn about Creative Passion Projects and bring that idea back into their workplace and life.
- They will create a plan for next steps and they can take that plan and live it for the next 90 days to see what's possible. The dive into their Beautiful Brilliance will give them a refreshed sense of how they matter in the world and their uniqueness is the key to their success.



LAURA WEST

Laura knows that when you are aligned with your joy and passion, you are more innovative, creative and confident and success is inevitable! She has helped 1000s of entrepreneurs over the last 19 years, develop signature programs, products and marketing so they stand out as a leader in their market AND make great money while creating positive ripples in the world.

She is the author of oodles of products and programs including Creative Coaching Tools™, the 30 Day Passion Project, Creating from Flow and the Joyful Business Plan™, a creative marketing plan for right-brain business owners.

CREATING A HUMAN-CENTRIC BUSINESS CULTURE

STEPHANIE KRELL

FRIDAY, MARCH 19, 2021 | 9:30 - 11:00 AM

Do you think you know what's best for your customers? For your employees? For your stakeholders? Now be honest... have you actually asked them about their needs, obstacles, or motivators? Do you have enough context to not only make assumptions about what would make their lives better, but to also validate that your ideas will be adopted without friction into workflows, products, and customer experiences?

Using a human-centered approach, we will engage in a workshop focused at helping businesses learn the skills necessary to begin looking at challenges and areas for innovation through internal performance and customer's adoption lens.

We will work to shift a mindset of 'ME' to a culture of 'WE'. A series of facilitated activities will guide participants to understand and apply human-centered design thinking to improving your company's performance, how the customer experience can be improved or innovated through a HCD lens for a frictionless experience, and how participants can work through several real-time examples within their own departments to provide immediate value back to the organization.

This culture shift will have three outcomes: Increasing internal management and team collaboration and consideration, devising better services/products/experiences that will drive increased customer consumption, and helping employees understand customer needs in order to deliver a better customer experience.

What:

What things might your participants learn or experience as a result of your workshop?

- How to validate assumptions and create adoptable solutions.
- Active Listening skills.
- Activating Mindfulness and Being Present.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- Empathy for internal stakeholders/external customers.
- Collaborative ideation.
- Shifting to a people-centric approach.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- Building internal collaboration and consideration of each other.
- Management shifting to a customer/user centric approach to new services/products.
- Employees understand the customers better in order to deliver better customer experiences.



STEPHANIE KRELL

Stephanie Krell is a Human-Centered Design specialist with a focus in Service Design, Design Thinking, and Design Strategy. She has worked for Walt Disney and Universal Studios theme parks designing hotel and entertainment experiences before moving on to both commercial and federal consulting where she has focused on product, service, systems, and experience design for brands across the globe.

WILD IN SIGHT

MELISSA MILLER

FRIDAY, MARCH 19, 2021 | 12:00 - 1:30 PM

Using Wild In Sight’s photo-deck and system, Melissa will guide participants to gain awareness of what they are seeing and to look more deeply into the images to reveal more than what they assumed they were looking for. This process is interactive and will include group or partner work.

Participants will be asked to think of what they take pictures of and to discuss the elements of their favorite pictures and what that means for them.

The session will end with discussing ways to enhance their creative insights by looking at the world from different perspectives.

What:

What things might your participants learn or experience as a result of your workshop?

- You will learn how to find answers to your questions in the pictures you see.
- You will learn ways to be more creative when taking pictures.
- You will feel inspired by this experience.

So What:

What might be 3 ways that the content of your workshop changes your attendees’ perceptions, habits, ways of working, or view of the world?

- You will look at the world more closely.
- You will find meaning in the images that you see all around you.
- You will gain awareness and a new appreciation of your surroundings.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- You will look at your own pictures as a greater means of inspiration.
- You will be inspired to explore and take pictures from different perspectives.
- You will feel more fulfilled on a daily basis by enjoying what you see.



MELISSA MILLER

Melissa Miller is the creator of Wild In Sight; a creative and strategic look into Melissa’s unique and stunning original photography to become aware of what we see and making the connection to our own wild insight. Melissa completed a MS in Creativity & Change Leadership at Buffalo State College.

CULTIVATING AUTHENTIC JOY, KINDNESS, & CONNECTION THROUGH IMPROV

ELISE RODRIGUEZ

FRIDAY, MARCH 19, 2021 | 2:30 - 4:00 PM

Using the tenets of improvisational theatre, this workshop will feature a series of lighthearted and fun exercises focused on cultivating joy, kindness, and authentic connection for yourself, your team, & your community.

The creative and inclusive muscles exercised in this workshop will be applicable immediately to your everyday life at work, at home, and in your community. Exercises will be based on nuanced facets of listening, empathy, and creativity.

On the heels of a trying year, this workshop will provide participants with a sense of relief along with a sense of empowerment, and will foster creativity and fun in a low risk and safe environment. A purely experiential session will have you moving the energy in your body and creative mind throughout.

Whether you are a working or retired professional, or simply a student of life- this workshop will propel you forward in kindness, joy, and community.

What:

What things might your participants learn or experience as a result of your workshop?

- How to listen to others beyond verbal communications.
- How to communicate with intention.
- How to maintain self-awareness and lead with joy in unexpected or unanticipated circumstances.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- Becoming more open to taking creative risks with an outlook that is less attached to result and more to impact.
- Cultivating a deeper attention to detail that will make you more attuned and connected to others.
- Encourage you to be inspired, "think outside the box", and work kindly with others in moments of challenge.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- Recognize and harness opportunities for expansion and "leaning in".
- Utilize a more attuned listening approach with friends, teammates, employees, and audiences.
- Respond to unexpected circumstances with care and agility.



ELISE RODRIGUEZ

Elise Rodriguez, Esq. is a Cuban-American teaching artist, coach, and freelance professional. She speaks fluent Spanish and teaches, coaches, and performs improvisational acting nationally and internationally.

Elise works with professionals on creative thinking, applied improv, and communication. In the legal field, she coaches students in course management, moot-court performance, stress management, and subject mastery; and attorneys in enhanced courtroom performance.

As a dynamic creative professional Elise is a producer and director. With her commanding style and ability to honor the creative aspects of a project, she has worked on award-winning films, video production, events, and projects in numerous industries.

PLAYING TO CREATE: VIDEO GAMES AND CREATIVITY

ERICA NEWPORT, PHD + CSABA OSVATH

SATURDAY, MARCH 20, 2021 | 9:30 - 11:00 AM

This presentation reveals the potentials of video games in the context of creativity. I will feature a curated list of video games designed to teach concrete and relevant creativity-related skills (e.g. drawing, playing a musical instrument, world-building, running an art gallery). Playing certain types of video games also foster complex creative and critical problem-solving skills. Game designers through level design and game mechanics scaffold the players learning and progression, thus creating a learning environment where the gamer learns creative problem-solving skills through play and without the need of a teacher or instructor. Through this presentation, I share how video games and specific game genres address creativity and how game designers inspire gamers to progress through levels and complete each challenge in order to reach the end of the game and learn new skills. During this workshop, I share a curated collection of games I have been engaged with in the past few years revealing my own personal experiences of how playing these games impacts and shapes my creativity.

What:

What things might your participants learn or experience as a result of your workshop?

- You will learn how video games “teach” critical and creative thinking and problem-solving.
- You will be introduced to a variety of video games, and together we explore and reflect on how these games can be used in creative domains, and how these games can impact and enhance your everyday creativity and problem-solving.
- You will gain a new appreciation for video games and their creative potential.

So What:

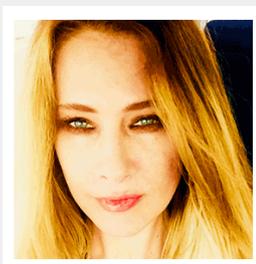
What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- You will gain a new critical lens regarding video games and gamers and see video games in a new light especially when it comes to creativity.
- You will have a collection of creativity-relevant games that you can use in the service of your creative endeavors.
- You will integrate video games and play into your creative practice in service of your creativity.

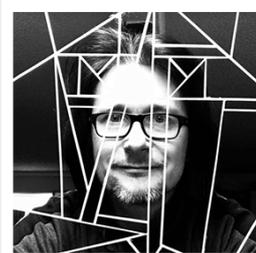
Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- You will be able to apply strategies, skills, perspectives, etc., from a gaming experience to address a real-life problemS.
- Your quality of life may improve due to the benefits of mindful play.
- You will be able to use gaming to overcome creative blocks and barriers.



ERICA NEWPORT, PhD is a communications/interdisciplinary educator, speaker, and academic thought-leader, specializing in General Education leadership and 21st-Century educating. She started at Keiser in 2016, prior to teaching doctorate students qualitative research and media studies at the City University, Hong Kong, and at the Shanghai Research Institute, in China, while serving as a teaching and research fellow at the University of Florida, via a National Science Foundation fellowship (2012 – 2018). In 2018, she was appointed General Education/ Interdisciplinary Studies Chair at KU, New Port Richey. One year later Newport secured the University Department Chair appointment for General Education Studies, overseeing 24 campuses.



CSABA OSVATH is a doctoral candidate at the University of South Florida, pursuing literacy studies with a special focus on creativity, literacy, and arts based research. His research explores the epistemological and pedagogical roles/functions of art-making in the context of literacy education. His current project explores how the artistic process and media (traditional crafting/ making and creating in Virtual Reality) impacts learning, knowledge acquisition and knowledge production. Csaba grew up and studied theology and horticulture in Hungary, prior to his graduate studies and service as an artist and educator in the United States.

CREATIVITY AS A ROAD TO RESILIENCE THROUGH LIFE TRANSITIONS AND “DETOURS”

AMY OESTREICHER

SATURDAY, MARCH 20, 2021 | 2:30 - 4:00 PM

Did life go a totally different way than you had expected?

Has that unplanned event in your life shaped who you are today?

If this sounds like you’ve been here before, then you’re a Detourist! Detours can seem like obstacles, yet can also be opportunities. Through creative expression, we reshape our identities and discover the flowers on our detoured path, gaining adaptability and a positive, empowered attitude toward obstacles, transforming life’s “detours” into everyday blessings. “Detourist workshops” aim to encourage growth and healing by sharing our stories; and to transform communities by inspiring people to open their minds and reframe their view of “detours” into a new direction for life. Through creative writing prompts, engaging discussions, improvisational activities, and art exercises, participants learn to celebrate the detours that form our identity. Using the Detour “RoadMap to Resilience” participants learn to navigate life’s messy detours through the transformative power of creativity.

This Detourist workshop interweaves engaging discussions, writing prompts, art activities, theatre games story-circles, and plenty more surprises along the way. Most importantly, this detour workshop is a journey to endless discovery – and an eagerness for the infinite detours to come!

What:

What things might your participants learn or experience as a result of your workshop?

- You will claim three unique “flowers” on the detoured path you’ve taken, and create a gratitude ritual that enables you to keep discovering these unexpected treasures.
- You will be able to develop three creative tools to help them navigate a “detour” in life.
- You will be able to define two instances of a “detour” in their life, and connect how each “detour” has contributed to their identity.

So What:

What might be 3 ways that the content of your workshop changes your attendees’ perceptions, habits, ways of working, or view of the world?

- You will be able to view unexpected events as gifts that can strengthen your own resilience and view of the world.
- You will learn how to embrace any detour that you may come across.
- You will discover how creativity is a vital means for transforming an unexpected or unknown factor in life into an energy you can harness to uplift others and pull yourself forward, further into who you are.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- You will look at your own pictures as a greater means of inspiration.
- You will be inspired to explore and take pictures from different perspectives.
- You will feel more fulfilled on a daily basis by enjoying what you see.



AMY OESTREICHER Audie award-nominated playwright, performer, and multidisciplinary creator. A singer, librettist, and visual artist, she dedicates her work to celebrating untold stories, and the detours in life that can spark connection and transform communities, giving four TEDx Talks on creativity, touring her multi-award-winning musical, *Gutless & Grateful*, internationally, and has been featured on CBS, NBC’s *Today*, with works in 70+ publications. After publishing her memoir, *My Beautiful Detour*, she is releasing the self-narrated audiobook for her CT Press Award-winning autobiography in December 2020.

CREATIVITY AND THE LABYRINTH OF YOUR MIND

GAIL CONDRICK

SUNDAY, MARCH 21 2021 | 9:30 - 11:00 AM

The labyrinth is a walking meditative tool in use since 2000 BCE to center the mind and calm the spirit. As you enter into a labyrinth you release your fears and blocks, find clarity when you reach your center, and receive new ideas and insights to take out into the world. These same meditative benefits can be applied to focus a creative mind -whether you need to be more original or to quiet and select the best of the many options that flood your thoughts. In this workshop, learn the power of the labyrinth to support any creative process or decision you are facing, and the benefits of combining mindfulness with the creative process. Participants will take a video virtual labyrinth walk with the instructor, be provided a downloadable paper labyrinth to keep and a resource to find a walkable labyrinth in their community.

What:

What things might your participants learn or experience as a result of your workshop?

- You will learn the benefits of labyrinths to quiet the mind.
- You will learn a process of meditation that can be used for any purpose.
- You will experience two labyrinth walks, one virtual and other via a downloadable labyrinth.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- You will be able to learn a practical and simple way to focus your mind.
- You will have a new tool to remove creative blocks.
- You will learn how to apply the benefits of walking meditation to any project.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- You will be able to apply the processes outlined in session to infuse new ideas and creativity into any project.
- You will be able to apply new creative thinking skills experienced in session to have a new sense of your creative vision.
- You will have new skills to see creative projects differently and a resource to find a labyrinth to walk in your community.



GAIL CONDRICK

The labyrinth is a walking meditative tool in use since 2000 BCE to center the mind and calm the spirit. As you enter into a labyrinth you release your fears and blocks, find clarity when you reach your center, and receive new ideas and insights to take out into the world. These same meditative benefits can be applied to focus a creative mind -whether you need to be more original or to quiet and select the best of the many options that flood your thoughts. In this workshop, learn the power of the labyrinth to support any creative process or decision you are facing, and the benefits of combining mindfulness with the creative process. Participants will take a video virtual labyrinth walk with the instructor, be provided a downloadable paper labyrinth to keep and a resource to find a walkable labyrinth in their community.

THE ART OF POP UP SANCTUARIES: USING CREATIVITY TO DISRUPT BURNOUT AND MENTAL FATIGUE

KANESHA BAYNARD

SUNDAY, MARCH 21, 2021 | 12:00 - 1:30 PM

During this session, participants will learn about the art of pop-up sanctuaries. A three-pronged approach to making mental wellness a priority will provide the structure for this presentation. Participants are shown various formats for creating a pop-up sanctuary and how to embed its use in their personal and professional lives. Participants will also receive guidance on how to integrate this tool into inner wellness practices that support inclusive work environments.

What:

What things might your participants learn or experience as a result of your workshop?

- Identify current mental wellness practices that are working well and that may need to be tweaked.
- Support participants in replenishing their energy by linking self-care to creativity.
- Increase participants use of upcycled materials.

So What:

What might be 3 ways that the content of your workshop changes your attendees' perceptions, habits, ways of working, or view of the world?

- Help participants expand their exposure to creativity as a social emotional learning tool.
- Model how pop up sanctuaries can help participants practice the art of subtraction so they are not constantly consuming information.
- Engage participants at their comfort level and allow them to dive deeper into how creativity + visualization can be a powerful tool for self-care.

Now What:

What are 3 ways your attendees might apply what they learn in your workshop?

- Confidence in using visualization as an effective mental wellness tool.
- Communication protocol to introduce the pop-up sanctuary in a work/volunteer setting.
- Learning structure for engaging diverse learners and ability levels.



KANESHA BAYNARD

Kanisha Baynard is an inner wellness expert, creativity coach, and author who has been featured on the Dr. Oz Show. She is the founder of the Bold Living Today community focused on helping members disrupt unfulfilling patterns through creativity and navigate transition with confidence and boldness. Kanisha has created several card decks designed to help busy professionals, caregivers, and teens reconnect with activities and behaviors that foster imagination, joy, creativity, and space to refuel.

HISTORY

Ted Callisto, Kitty Heusner and Nancy Myers (Founders) were acquainted through CEF/CPSI experiences and wanted to continue to learn and to share the mindset and skillset that fostered creative thinking and problem solving.

The conference began with two gatherings on Siesta Key in the Falls of 2003 (45 people) and (30 people) 2004.

We shifted to late winters in 2006 (challenge of hurricanes in Fall) and moved to the Program Center of the Girl Scouts of GulfCoast Florida (larger space and potential for involving young people).

The conference grew during the next seven years. The program expanded, we added an annual theme and the program featured concurrent workshops of varying lengths, day-long workshops as well as KeyNote Experiences. We also provided learning opportunities for Girl Scouts and other young people. In addition, we sponsored teams of GS teens to attend CPSI for 6 summers.

In 2013, the conference moved to USFSM campus and Florida Studio Theatre (larger facilities and opportunities to expand our partnership and older student involvement).

In 2020 USFSM continued to host our conference and Ringling College of Art and Design hosted us for a special Leaders only event and our Sunday Sessions.

Our first virtual conference, Reset. Restart. Re*Energize is being held in March 2021, a two-weekend creative experience.

We became the Florida Creativity Alliance, Inc. in 2015, a Florida 501(c)3.

We promote and encourage creativity and innovation in ways which make a positive difference in people's lives, communities, and the world.

Florida Creativity is primarily a volunteer effort. We contract the services of several people to manage logistics, develop and support the website, help provide PR and marketing, manage on site registration and provide financial record keeping.

Over 293 Leaders and Core Volunteers have made the past 18 years of learning and sharing possible through their generosity in volunteering their time and expertise.

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CONFERENCE



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