



An entertaining and powerful talk on creativity for your school

For teachers to read: Creativity is a complex process that involves conscious and unconscious thought to connect ideas together to notice new patterns. It can be harnessed to solve internal emotional problems or generate new external ideas that can manifest as problem solving innovative solutions [making things better] or as expression through artistry such as writing, music and visual arts.

These workshops and talks define creativity in a way that is understandable, engaging and entertaining. It deals with the main source of blockage to creative intelligence which is confidence and self-judgement. It gives practical and fun directions on how to develop and utilise creativity in everyday life, in particular school applications such as understanding science, creative writing and problem solving as well as how it can and must be nurtured in the future aspirations beyond education.

The National Curriculum Handbook (pages 11-12) outlines the importance of creativity: 'It should enable pupils to respond positively to opportunities, challenges and responsibilities, to manage risk and to cope with change and adversity.'

Description for students: There are secret methods that you can use to unlock the hidden potential of your brain. We'll be looking at the mysterious concept of creative thinking and will learn that it's a 'whole brain' process - a blend of science and art, of imagination and of logic and chaos.

Ideas are the new currency. It's not what you know or what you can do - that's so last century. What's important for the future is being able to come up with great ideas which will improve the world around you.

We'll learn what it means to 'be creative'. Using stories, creativity games and music we'll look at how you can unlock your own genius, increase your creative confidence and problem solving capabilities.

'I'm a Genius - Get Me Out of Here'

45-60 mins talk, any size group or 1hr or 3hrs workshop, 10-40 students

Using stories and songs (sung with acoustic guitar accompaniment) and lots of interactive creativity games, Ayd's talk proves that everyone has the ability to be a creative genius in any field they choose.

These fun and interactive sessions have group and individual exercises to put across the idea that creativity is a whole brain process - that it combines science and art, logic and chaos. It also instills 'creative confidence' - the ability to recognise and utilise individual talents and achievements and to use them as stepping stones to an even more rewarding, creative and productive future.

- Defines creativity in a way that is understandable, engaging and entertaining.
- Inspires students to be more confident about their abilities, to be better problem-solvers and to be more creative in every area of their lives.
- Demonstrates how imagination, science and art are all part of the same creative source.

- Inspires students to develop their abilities through to excellence and then to genius and beyond, learning how that journey is the most exciting one we can ever embark upon.
- Deals with the main blockage to creative intelligence which is lack of confidence and self-judgement.
- Gives practical and fun directions on how to develop and utilise creativity in everyday life, in particular school applications such as understanding science, creative writing and problem solving as well as how it can and must be nurtured in the future aspirations beyond education.
- Explains the concepts of enterprise and entrepreneurship.
- Motivates and inspires to improve grades

At the end of these sessions, students will understand what creativity is and how important it is to their future. They will have tools to be able to better access their creativity, be better problem solvers, and be inspired and have the confidence to explore their own capabilities further.

Ayd Instone is an expert in explaining and training creative confidence and innovative thinking. He has been giving presentations to schools, university students, businesses and entrepreneurs around the world on the topic of creativity, entrepreneurship, self-belief and motivation.

With a degree in Physics and having run his own graphic design and branding company for 8 years after having worked in television graphics and multimedia companies, his message is that we need to embrace both sides of our brain, both science and art, to unlock our true potential.

As a speaker he has presented for Pfizer Pharmaceuticals, SEEDA, Business Link, the Academy of Chief Executives, Kings College, Oxford Brookes University, Universities of Northampton and Bedfordshire, the Institute of Engineering Technology, the Science and Technologies Facilities Council and has delivered courses in entrepreneurship for University of Hertfordshire Business School.

Ayd has performed stand-up comedy and is a singer-songwriter, having also performed with his rock band, Luma Chroma.



Testimonials:

"Ayd grabbed the students attention immediately and took them on a creative journey, with his exciting use of music and language. He allowed them to engage and interact with one another. He made them laugh and encouraged them to ask questions which they did willingly. Feedback from students was very positive." — Lisa Bratt, Teacher, Fair Oak Business and Enterprise College

"Ayd Instone's presentation to the Sixth Form was lively, thought provoking and challenging. The 'can do' message was delivered with a rich mix of music, anecdote and active involvement. By the end of the session self imposed limitations had been questioned and a new positive approach to life was ready to be applied." — Paul Roberts, Wheatley Park School

"Do you need a speaker? Well I've got the perfect man for the job, his name is Ayd Instone. Do you need some grade changing encouragement, advice on how to change your grade? Well Ayd will go through some life changing activities. He really inspired me! See how brilliant he is, just go to www.aydinstone.com." — student, year 9, Fair Oak Business and Enterprise College

"Ayd's witty and memorable speech helped us change our approach to creative thinking. He has high credibility with a scientific audience, as well as an inspiring and energetic style."
— Dr Michael R Bartley, Senior Research Project Leader, Pfizer Pharmaceuticals

We were promised his techniques would generate 21 ideas. We actually generated 50 fantastic ideas. An extremely productive and illuminating session, off the wall and a great stretch! We will be having him back!" — Vince Kerr, Managing Director, Williams Medical Supplies Ltd

"Ayd Instone is a real one-off in the speaking world. His unique blend of entertainment, interaction and information keep an audience fully engaged throughout! His questions and practical discovery exercises really get people realizing how much more of their potential there is available to be teased out!" — Tony Burgess, Director, The Academy of High Achievers Ltd

Ayd had the audience soon very engaged and on their feet and everyone was amazed at his capacity to understand and harness our creative self. I'm still getting calls about it every day! If you want to be entertained, opened up and increase your self understanding with energy, enthusiasm and an injection of humour then give Ayd a call immediately!" — John Sherry, Founder of The Inspiration Club

"A fresh alternative workshop to the many dry, stale and unproductive others! It was Great! Ayd was inspiring."
— Darren Cliff, Cliff Video Productions

'FANTASTIC !. Ayd combines thought provoking ideas about creativity and innovation in a totally unique style with comedy, music and drawing ! The funniest, liveliest, most exuberant, and inspiring event i've ever been to, 10/10
— K. Mileham, CandyQueen Designs

'A very stimulating talk – one that adds some colour to the grey matter!
— Trevor Stanesby, bluepigdesign

"Ayd's definitely "got it". He's a great speaker, hugely insightful and trustworthy. And funny to boot."
— Cally Robson, Invention Intelligence

"Ayd breaks with convention and the tried and tested methods of audience connection, to try something dare I say, unique. If you want to be enlightened, amused and entertained book Ayd Instone."
— Ian Plover, Business of Change

"Ayd is quite simply the best presenter I have yet seen at Ecademy, and one of the most creative presenters, and entertainers, I have seen in the last 20 years"
— Mark G. Networking Leader

"Ayd is lively and engaging and makes his points in a different sort of way that really has impact on the audience. Throughout his talk I was on the edge of my seat and quite disappointed when it came to an end!"
— R. Geraghty, Languages At Lunch

"It is almost condescending to attempt to try to find words to express the benefits of spending time with Ayd. His presentations are nothing short of a holistic experience. You will be taken on a journey in which you find yourself hearing, seeing, tasting, smelling, and touching the inner depths of your inner self."
— Lynn Grocott - NLP Practitioner, coach, trainer, speaker and author

"Right from the start, you will appreciate Ayd's professionalism. Ayd thinks things right through to startling and impressive conclusions. Ayd is your guide on an intrepid journey to discover your creativity. Let him show you the way – he knows where to find it."
— Sarah McCloughry, Anrah Coaching

Watch video clips at:
www.aydinstone.com



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