

THE FREE ASSOCIATION

THE IDEA FRIENDLY ENVIRONMENT

CREATE A PSYCHOLOGICALLY SAFE SPACE FOR INNOVATION



“

*Look at how much you can
achieve by letting go of
control and being open to
ideas of others.*

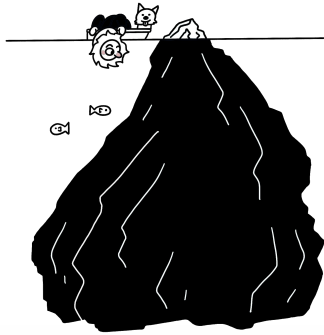
The Result Is Immense!”

Bank of America
Merrill Lynch



We Aren't Just **Experts** in **Improv.** We're Experts in its **Application** to **Business**

A member of Free Association enters the stage with their team with nothing but the knowledge that everybody else 'has their back'. Safe in this knowledge, we step into the unknown and work together to create the most wonderful and hilarious shows.



We **Communicate** - verbally, and non-verbally.

We **Listen** to and **Accept** what the other people are offering.

We are **Flexible** in our approach, rather than pushing an agenda.

We are **Innovative** in our thinking - taking new, bold choices.

We can **Adapt** - change direction and move with the new flow.

We are **Empathetic** to our partners needs.

We don't know what's coming next, and we **Embrace** that, together.

We accept that sometimes it will **Fail**.

We have the **Confidence** to do it anyway.

Because we do it as a **Team**.

After years of fortifying these good habits - we thought we'd share them with you. We deliver unique and engaging training programmes that, using a series of practical exercises, identify where the individual may be inadvertently working against these important principles, and show the benefits of bringing them into the workplace.

Our Clients.

Some of the Most Forward-Thinking Companies in the World



And Many **More...**

The **Idea Friendly** Environment.

*“Don’t Bring a Cathedral. **Bring a Brick...**
We’ll Build it **Together**”* - Improv Pioneer , Del Close

Sometimes, to come up with ideas that are new, better and unique, we need to put our heads together. Innovation is a series of sparks, rarely a flash. To fuel the sparks we need someone to bring the beginning of that idea, not a fully formed, iron-clad concept - just a ‘brick’. We’ll build the rest together.

For this to happen, we need need to create a suitable environment in the workplace

The ‘**Idea Friendly Environment**’.

This 3 session, 7.5hr, training programme is created and delivered by the professional Improvisers, trainers and facilitators at the Free Association. Each session further builds on the previous one, delivering a series of penny-drop moments of personal discovery for the participants.

We can confidently say that our training sessions are like no other!



Session #1

Communication & Listening

Understanding the Impact of Rejection

We are experts at excelling in pressure situations. We rely on our training, a strong set of principles and, most importantly, each other.

In the professional world, communication is key to success. The importance of being able to communicate ideas and have those ideas heard and understood by your partner is never more heightened than when in a high-pressure scenario.

At The Free Association, we know that effective communication works in tandem with strong commitment to listening and empathy.

We will work on...

- **Understanding power of rejection.**
- **Awareness of its ripple effects.**
- **Accepting ideas.**
- **Supportive listening.**
- **Understanding the needs of your client or colleague.**
- **Relinquishing control in order to move forward.**



Session #2

Encourage Risk

By Embracing Failure

(It's Easier With a **Supportive Team Around You**)

There's an old adage we use at The Free Association: "What isn't said, isn't known". It means when you miss a chance to speak up, you make it harder for everyone. But at the workplace, the opposite sometimes feels true: Speaking up means you might get it wrong - which affects your willingness to take a risk in the first place. We all know that great ideas elevate an entire company - so why are we keeping it to ourselves?

We will work on...

- **Fostering an environment of support and agreement.**
- **Encourage team members to make offers.**
- **How to face failure, head on.**
- **Using your partner's support to move through failure, effectively.**

We know that taking risks is easy when you know you've got the support of colleagues that are honest, engaged and empathetic.

When you take risks, you can develop and move forward. "What is said, is known."



Session #3

Innovative Thinking

Inspiration is a Series of Sparks. Rarely a Flash.

Innovation is coming up with new ideas and new solutions to problems. It requires an ability to think in new ways about things you see everyday. And more than that, it requires a willingness to do so – a willingness to listen actively to what your teammates are saying and doing – to use their ideas as well as yours to solve a problem or come up with a new vision.

We will work on...

- **Seeing everyday objects in new ways – and using that new point of view to come up with new ideas.**
- **Making new choices, to test out ideas that were not the first or second ideas they thought of.**
- **Find patterns in their thought and in group thought, and see how ideas can inspire others.**
- **Learn that there are times to follow the group pattern and there are times to make jumps of inspiration.**

The next time you're faced with a new situation or problem, you'll be able to see it in a new way, and think about it in a new way. You'll be open to new points of view and you'll be able to follow creative, new paths of thought to an innovative solution.



In an 'Idea Friendly Environment' individuals feel...

Confident
Valued
Innovative
Collaborative
Enthusiastic
Present
Inspired

And have a collective ownership over the outcome or decision, with a drive to see it succeed.

Each of our carefully-selected trainers teach around **500 hours of Improv** a year.

That's a whole lot of experience they're ready to pass on to you.



“ *It challenged my team to get up
and think more on their toes.*

*We are so locked in with
documents and predictable rituals,
we need to challenge predictability
and be explorers.* ”

amazon



Stretching **Comfort Zones**, Facilitating **Discoveries** and Achieving Learning **Goals...** All
While Having a **Hilarious** Time!

THE FREE ASSOCIATION

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