



Untapping the Creative Intelligence in All of Us

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This newsletter, we hope, gives you some useful information to help you understand franchising and, in particular, opportunities in the educational services franchise business space. The after-school educational market exceeded \$60 billion in the U.S. in 2005 and continues to grow at a near double digit pace. So please enjoy and let us know what other topics you would like us to discuss.

About Us

At CTWorkshop creative thinking is a child's greatest asset. Since 1997 we've delivered hi-tech programs enabling children to enhance their innate creativity. We facilitate and extend a child's awesome natural ability to learn.

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There are a number of popular myths today. These include:

1. only certain special people are creative
2. creativity is only arty
3. you are either creative or you are not

The truth is according to Sir Ken Robinson, an internationally noted expert in the field of creativity in education, "we underestimate our own intelligence." We think in so many ways and "when we recognize the various ways we think we can do extraordinary things."

Robinson, the author of *Out of Our Minds: Learning to be Creative*, argues that education as we know it today has to change from an industrial to a human process. Education needs to be "individualized." Education needs to expand beyond its focus on deductive reasoning to embrace people who think visually or through sound and movement.

Last month I wrote about the "right-brain economy" and how employers are more and more aware of the need to find, not automatons who can follow a process, but creative thinkers who can contribute to the intellectual property wealth of their businesses. Robinson states, "most adults consider themselves not to be creative, whereas all children consider themselves to be very creative." So what happens in our lives that gives adults the perception that creativity is not "who they are?"

In the developed and developing worlds we have created educational systems that were built for the 19th century Industrial Revolution. That revolution was about primary manufacturing where 80% of the workforce requirement focused on building and 20% focused on managing industrial production. But that's not the world of the 21st century according to Robinson. The new paradigm is constant, blinding-fast change. Change is being driven by the growth in world population, and by advances in information technology.

How do we change education to bring the creative child into the adult world where they can become the creative adult? Conventional education focuses on what is useful in the competitive world and what is not. Useful subjects are mathematics and language. Useless subjects are the humanities and the arts. *No Child Left Behind*, the much hailed program implemented in the United States to fund improved test scores, focuses almost exclusively on measuring improvements in numeracy and literacy. But the truth is the subjects, the delivery, and the method of assessment, have to change. Children need to do subjects that get them in touch with the visual, with movement and with sound. Children need the stimuli to express their creativity through experimentation, through failing and trying again. Assessment cannot inhibit progress and switch off a child's natural creativity. Robinson states, "When people find something they are really good at, they get better at doing other things as well." Assessment cannot impede the objective that education must reach – unlocking the creativity in every one of us.

Children's Technology Workshop is all about keeping a child's creative switch in the on position. It isn't really about learning technology. It's about exploring, hypothesizing, doing, failing, creating and innovating using technology tools, about expressing creativity in multi-faceted ways. Learning is driven by the child's interest. Whether designing a video game as part of an adventure, owning a software design company, or building a robotic rover to wander the Martian landscape on a search and rescue mission, or to delve into the mysteries of an Egyptian tomb, the child masters skills that will serve a lifetime in a world where change is a constant and the skill of being able to adapt and steer through change is critical.