

CREATIVITY – THE SECRET TO BUSINESS SUCCESS

Consider the sheer volume of negativity, distractions and energy-draining factors that exist in the world today. Once you have done this, ask yourself how much it impacts on the productivity of your staff and your business's bottom line.

The first step to injecting a refreshed flow of lucrative and creative ideas back into your business is accepting the fact that you need to improve staff morale. The best way to do this is to facilitate the generation of creative ideas.

Dr Kobus Neethling, president of the South African Creativity Foundation, has developed *The Kobus Neethling Creativity Guide*, the most acclaimed creativity curriculum in the world. The guide consists of courses intended to improve innovative thinking for employees across all levels of any business.



Kobus Neethling

The guide offers individuals and businesses opportunities for personal training and development to complement their formal training and work experience. As Neethling puts it: "All organisations that pass through the programme have the opportunity to re-establish passion, energy and courage while gaining a high level of insight into the primary creative skills and the application of these skills in business."

Flexibility is key in *The Creativity Guide*. It contains courses that can be customised to meet the requirements of any business. Hundreds

KOBUS NEETHLING

- World renowned motivational speaker and creative genius, Dr Kobus Neethling has authored more than 80 books and 9 television series. He has received 10 International Who's Who Awards and has been cited as one of 2 000 outstanding scholars of the 20th Century. He is the first South African to have received the International Creative Genius Award in 2004 from the International Genius Academy in the USA.
- Neethling developed the largest battery of Whole Brain Instruments in the world, which is currently being used in 30 countries. He also works with major corporations, national sporting teams and educational groups of around the world. Neethling is one of the top three speakers in the world on the topics of creativity and innovation. •

of entrepreneurs, leaders, corporate trainers, teachers, parents, learners and even sports teams have experienced the benefits of taking part in the programme.

“This course is a journey of greater personal power and deeper fulfilment,” says Neethling. “It has been designed to use practical creativity to resolve significant personal differences and professional challenges.”

By identifying and eliminating the blocks to creativity and applying strategies to overcome creative hindrances, such as stress, negativity, unhappiness and anger, Neethling has experienced considerable success in turning around poor performing companies, and inspiring individuals. His work has shown that anyone can be creative. As young children, we are naturally creative but as we grow and learn from daily experiences, we lose much our creativity. Fear and uncertainty become increasingly dominant in our lives. “People never lose their creative abilities but to flourish they must be nurtured. This will ensure that individuals stay creative and achieve success.”

“THE MAJORITY OF PEOPLE BECOME WHAT THEY BELIEVE”

The pressures of life tend to make us confused, tense and despondent. The creative centres of adults’ brains have become numbed by the negativity instilled by life experiences.

The majority of people become what they believe. “If you constantly tell a child that he or she is naughty, the child will most likely live up to this label,” says Neethling. “If you constantly tell yourself that you will never lose weight, be successful or live to be 100, the chances are that you will not achieve your goals.”

Neethling illustrates this philosophy by using Nelson Mandela’s life story, *Long Walk to Freedom*, as an example. After 27 years of imprisonment, Mandela walked out of prison with one thought in his mind. He committed all his time and effort to liberating South Africa from the oppression of the past government.


“Instead of taking revenge and hounding his old enemies, Nelson Mandela surprised the

international community by embracing his leadership position and very soon the world respected him as a healer, leader and the father of democracy in South Africa.”

Neethling feels that if more businesses took stock of their measurable qualities, such as employee well-being and addressing any gaps in innovative and creative thinking, these companies could achieve phenomenal success. For this reason, he has established a unique training resort 22 kilometres from Bela Bela to help companies and their employees develop their creative resources, in the pursuit of ultimate excellence and creativity.

A company choosing to use these facilities soon finds the team members far more open about how they think and feel. There is no fear of consequences when expressing their true feelings. This gives the company’s management team the opportunity to offer and receive genuine support.

Both employers and employees find that Kobus Neethling training results in a more relaxed working environment and improved productivity. Company and staff all reap the benefits.

All employees must feel that they are an integral part of the company. This results in increased levels of passion for their work, a substantial improvement in motivation levels and an inspiration for staff. 

For more information please call 012 460 7822 or visit kninstitute.com

SUCCESS STORIES

“In my 40 years of innovation work in most of the Fortune 100 Companies, I have never come across anyone who can put theory into practice like Kobus Neethling.”

– *Dr Sid Parnes, the maker of the Creative Problem Solving model*

“Everyone in my company must experience the unique training of Kobus Neethling and his team. This kind of creativity creates a special understanding of customers’ needs and how to respond to them.” – *Hugh O’Donnell, Managing Director of Sasol UK Limited*

“My two daughters have won the Absa Bank trophy for best junior entrepreneur in South Africa two years in succession. We owe it all to the positive influence Kobus Neethling has had on our family. We are continuously being enriched by his creative contributions.”

– *Lizette Booyens*

“Kobus Neethling is a creative genius and he is a worthy recipient of the first International Genius award.”

– *Andrei Aleinikov, President of the International Academy of Genius, USA •*