

## Workshop on CREATIVITY IN COMMUNICATION by Prof Brij Bakshi (16<sup>th</sup> and 17<sup>th</sup> Sept 2014)

Communication is as core to the individual as breathing is to living. The challenge today is that the whole process of the what, why and how we communicate has been reduced to a skill set. Just as living well is not simply a result of a series of inhalation and exhalations, communicating well is not merely a result of polished written, oral and physical skills. To enable communication to serve its real purpose of building bridges, connecting people, nurturing relationships and individual learning and development rather than just delivering messages, it is critical to understand the deeper sense of the process.

Results dominate our actions. The fear of failure pushes us into the comfort zone of following established patterns. The value placed on "success" is much higher than on originality and creativity. But surprisingly, all meta changes that have revolutionized the way we live, have been born in the untried and untested. That is because creativity itself does not care about the results. The only thing it thirsts for is the process... and this requires nurturing. Sadly, despite this, the nourishing of creativity takes a back seat in how we learn and grow. Some questions that are seldom addressed while building communication 'skills' are:

- How important is creativity in communication?
- What is the role of individual and collective values in communication?
- How do we receive and share with authenticity?
- What is the role of the dialogue with the self in authentic communication?
- How does one dialogue with the self?
- What is the role played by fear of failure in meaningful communication?

The human mind is like a parachute : it only works when it is open. "Creativity in communication" is a series of sessions designed to serve as that critical tug which helps open the

parachute. The focus is on the individual in the process, to enable more meaningful and enriched communication....to find the person lost in the purpose of communication.

The sessions are facilitated to allow for intense students participation, deep reflection, a real life connect and applicable action forward to bring about positive change.





