



CREATIVE SKILLS ASSESSMENT

**KILL INNOVATION THEATRE.
LEARN THE CREATIVE SKILLS THAT
DRIVE BILLION DOLLAR OUTCOMES.**

The **CREATIVE SKILLS ASSESSMENT (CSA)** is a 60min workshop, designed to critically evaluate the creative thinking, skills and process that drive innovation – and audit leadership's ability to validate creative concepts for investment and optimise their potential.

KEY TAKE-AWAYS:

- Work through the **CSA** to identify the difference between technical skills and creative skills.
- Learn to objectively evaluate creative outcomes as **BASIC**, **ADVANCED** or **OPTIMAL**.
- Develop **ABSTRACT THINKING** to find high-value creative insight within standardised data.
- Learn **FIVE CREATIVE PRINCIPLES** decision-makers must understand before investing in new concepts.
- Learn how I use this process to audit innovation and deliver consistent **OPTIMAL** outcomes.



CHRISTOPHER S.SELLERS

Christopher S. Sellers is an international thought leader, author and speaker on the billion dollar value of creativity as a universal skill.

A career described as... '15 years of hopscotch between corporate and creative'... from designing escape rooms for spies, to scaling tech start-ups with zero cost strategy, Christopher is the the author of two critically acclaimed books, **APPLIED CREATIVITY** and **WHY SMART PEOPLE AREN'T CREATIVE**.

In 2023, Christopher designed the world's first Independent Financial Platform (IFP); **VAULT FINANCIAL** – a fintech solution for the 1.7B underbanked, currently inline for \$100M in institutional investment with the UN's Sustainable Development Goals.

The go-to advisor for industry leaders seeking 'out of the box' ideas – Christopher's expertise lies in his ability to simplify creativity into practical application, helping decision-makers validate, enhance, and scale innovation for breakthrough results.

THREE CHALLENGES INHIBIT INNOVATION:

1. CREATIVE VALIDATION

90% of startups fail. **\$256 billion** was lost in 2023.

But the real insight is behind the data – how **weak** ideas overwhelmingly receive investment and **high-value** ideas are missed – these are issues of decision-making and **idea validation**.

2. CREATIVE SKILLS

Technical skills aren't **creative** skills.

McKinsey reports: "Over **90%** of executives are **unsatisfied** with their own organisations' **innovation** performance".

Why? Because organisations **lack** the creative skills to effectively generate **high-value** creative solutions.

3. CREATIVE INSIGHT

Data reports on the traffic.

Insight identifies ride-sharing as a billion dollar opportunity.

Creative insight enables you to identify **billion dollar** value that competitors don't see – this is how you design **disruption**.

THE CSA AS YOUR SOLUTION:

Most innovation workshops are exercises in brainstorming and theoretical application. Christopher delivers a practical skills assessment, incisive to the issues of creativity: ideation, problem-solving, innovation and originality.

The **CSA** provides clear, objective outcomes: **BASIC**, **ADVANCED**, **OPTIMAL** and demonstrates how specific creative skills and insight are integral to designing billion dollar innovation.

THE CSA IS IDEAL FOR:

- Executives seeking differentiated strategic approaches.
- R&D teams looking to up-skill their creative process.
- Leadership with an appetite for abstract thinking.
- VC's seeking to validate concepts for investment.

INDUSTRY PAIN POINTS

THE CSA BECOMES A DUE-DILIGENCE LAYER; PREVENTING BAD BETS AND ELEVATING HIGH-VALUE PROJECTS.

Venture Capital lose the most money, not from market conditions — but from misjudging the creative strength of founders and their ideas.

The CSA helps solve three core problems:

- Critically assess the creative thinking and skills of decision-makers responsible for assessing value.
- Diagnoses blind spots in creative decision-making.
- Objectively audit the value potential of new, innovative projects, as **BASIC**, **ADVANCED**, or **OPTIMAL**, before capital is deployed.

INDUSTRY CASE STUDIES

“IN 45 MINUTES, I SAVED THEM \$27 MILLION”...

When approached to oversee the national roll-out of a new, innovative system for a government defence body, Christopher was asked to define innovation and the role of technology.

Result: Christopher offered the panel six conditions by which to validate the value of innovation being sold to them.

“If you can buy a third-party AI, and I can buy a third-party AI... what's going to separate our services”? As a result the contract was cancelled, saving the organisation \$27 million.

Read the full case study here...



"Christopher delivered on his promise, no innovation theatre, all application. His skills assessment was a brilliant tool for our executive team, a refreshing change to thought leadership".

CAROLINE DUMESQUE
CEO, CALIBRATE

"Christopher takes creativity out of the realm of the esoteric and into the operational... he delivers a functional handbook on building the skill of creativity to drive outsized returns".

PAUL WATKINS - ARCTIC ADVENTURER,
TEDX SPEAKER, AUTHOR OF 'LOST & FOUND'

"Chris has introduced an exciting, original approach; innovation becomes a meaningful and valuable result rather than just a topic of discussion".

DRIAN JOBSON
FOUNDER & PRINCIPAL, ACCULTURE

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