

How Destination ImagiNation Can Influence the Creativity of the Future Work Force

Direct educational benefits of Destination ImagiNation

- teaches creative problem-solving for long-term projects (Team Challenges) and Instant Challenges (short-term brainstorming sessions).
- students learn life-long skills that are required for corporate America to compete in the world economic environment of the future.
- students integrate knowledge and skills from diverse areas to create a cohesive solution – not unlike the innovation process in many firms.

Direct applied learning techniques

- students learn by doing
- in industry, this is a key to the success of the corporate identity - people who know how to get things done.

Indirect corporate-related benefits of Destination ImagiNation include;

1 . Employee Resource

Destination ImagiNation provides a pool of future employees who are creative, know how to get things done and are used to solving problems. They are critical thinkers.

2. Teamwork and Communications

Teamwork, cooperation & communication are required of the individuals who serve on an Destination ImagiNation team. This is invaluable training for working with a corporate project-team.

3. Marketing

The marketing aspect of DI is a key element. You cannot win the competition by simply building the structure that will hold the most weight or the vehicle that performs certain tasks. The team must market that presentation and present the solution with style, This is exactly what must occur in marketing one's services in the business world.

4. Planning

Another key aspect of DI that is an indirect benefit to the corporate world is planning - both strategic and operational. Strategic planning in business looks three to five years out. But for children, especially in elementary and middle schools, the 6 to 9 month horizon is extremely long and strategic in nature, This forces the students to look at problem-solving with a long-term perspective,

The students also learn operational techniques such as budgeting and tactical operations: e.g. "How much can I spend or how can I do it differently with less dollars?"

5. Presentation and Sales Skills

Many adults still get butterflies speaking in front of groups when giving a presentation. The Destination ImagiNation children know how to perform, want to perform and are willing to get up and present what they view as the fun part of the presentation, They have no fear of performing in front of a group and this is a skill that they will carry with them throughout their private and professional lives. It is a critical sales skill,

6. Organizational and Management Skills

Students in Destination ImagiNation learn a great deal about detail orientation, rules, penalties and organizational skills, They have to determine which skills of which team members best contribute to the overall team challenge and brainstorming portions of the problem-solving. Organizational concepts are developed as certain children rise to the occasion to be leaders and others learn the ability to follow. They all learn the importance of each making a contribution to the effort. And at times, they learn how difficult it is to handle a tough situation, "fire" or reprimand a fellow team member if he's not doing the job - a key element of a future people-management role.

7. Product Implementation

Task orientation, the ability to get things done and bringing the product to fruition are all skills that contribute readily to the children's ability to serve in the corporate America of the future.