

CAUCE Marketing and Design Awards

Design Award Category: **D3. Publications**

Title of Entry – Design: **UCalgary Program Publication**

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**UNIVERSITY OF
CALGARY**

Activity insert

An 8-panel activity insert provides readers with tools to help them analyze their skills and explore ideas for designing their future.

“ Creativity is intelligence having fun.”

Albert Einstein

A popular survey conducted by IBM of 1,500 CEOs from 60 countries and 33 industries identifies creativity as the “most crucial factor for future success”. Enhancing your creativity is worth exploring and here are some reasons why:

Creativity can help you*...

1. See the big picture and problem solve
2. Be more productive and increase motivation
3. Clarify your thoughts and feelings
4. Express yourself
5. Relieve stress

Engage your creative side with these UCalgary Continuing Education programs:

- Art
- Creative Writing
- Design Technologies
- Graphic Design
- Interior Design
- Visual Design

SOMETHING CREATE

**“ The mind is like a parachute,
it works best when it is open.”**

Dalai Lama

Open your mind to new possibilities and discover what’s next for your learning journey at UCalgary Continuing Education.

With flexible delivery options and over 1,200 courses to choose from, you can gain the knowledge and skills you need at a pace that works for you.

Start exploring today! Learn about these program areas and more at conted.ucalgary.ca:

- Academic Preparation
- Adult Learning, Career Development and Academic Advising
- Art and Design
- Business and Professional Management
- Computer and Information Technology
- English as a Second Language
- Health, Safety and Environment
- Languages
- Leadership and Coaching
- Personal Enrichment
- Teaching Second Languages
- Writing

SOMETHING EXPLORE

**“ The power of the pivot — the ability
to move in a new direction from
right where you are.”**

Jeff Goins, The Art of Work.

Are you ready to pivot and stay relevant in today’s rapidly changing workplace? UCalgary Continuing Education can help you reskill or upskill with shorter certificate programs.

Each of the following certificate programs can be completed in 100 hours or less:

- Business Acumen for Professionals **NEW**
- Digital Marketing
- Emerging Leaders
- Human Resource Advanced **NEW**
- Human Resource Fundamentals
- Influence Skills Training for Professionals **NEW**
- Lean Six Sigma **NEW**
- Marketing Fundamentals
- School Leadership Quality Standard Program
- Small Business Management Basics for Entrepreneurs **NEW**
- Superintendent Leadership Quality Standard Program

conted.ucalgary.ca/start

SOMETHING CHANGE



Seize opportunities, step out of your comfort zone and start something new.

**Look inside to find
what’s next for your
learning journey...**

SOMETHING START

*cornerstone.edu/blog-post/what-is-creativity-and-why-do-you-need-it

WHEEL OF LIFELONG LEARNING

Discover what's next for your learning journey

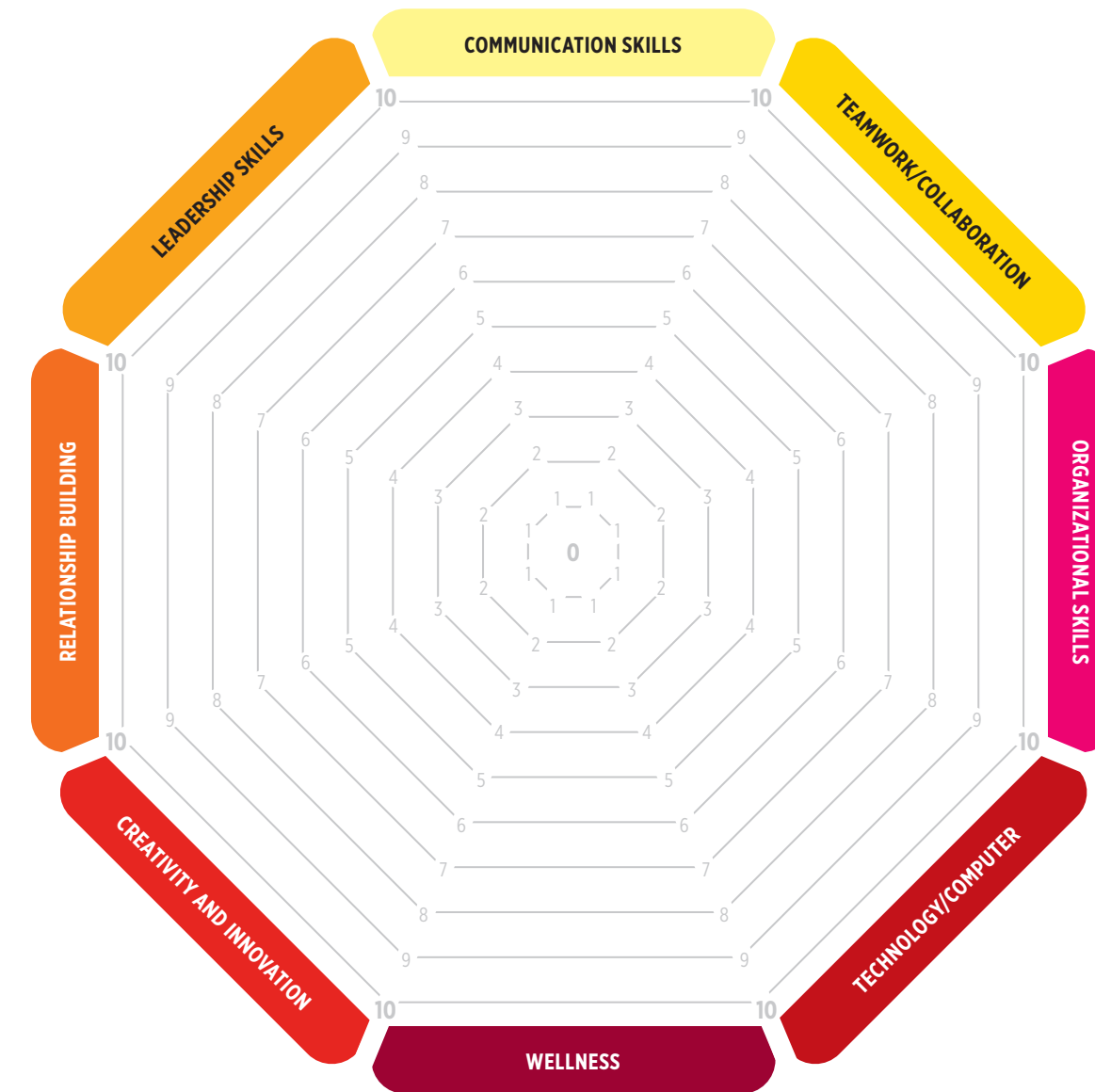
To help you discover a learning path, try the Wheel of Lifelong Learning exercise. It will help you identify what is important to you and how well you feel you are fulfilling your learning journey.

You can use this tool to assist you in identifying what is important to you and how well you feel you are fulfilling your learning journey, whether for professional development or personal enrichment.

How to use the Wheel of Lifelong Learning

- The top skills* in today's workplace have been identified on the Wheel of Lifelong Learning. To complete the exercise, rate how satisfied you are with each area by marking a point along the wheel from 0 - 10.
- Once completed, join the dots between segments. Review using these self-reflection questions:
 - Do the results surprise you?
 - Which areas are higher than you thought?
 - Which areas are lower than you thought?
 - Does this line up with what you value?
 - Which areas are most important to you?
- Now that you have discovered areas where you would like to enhance your skills and knowledge, why not find a course or program of study at UCalgary Continuing Education that can help you in your development? For information visit conted.ucalgary.ca or connect with a Student Services Representative via online chat or by calling 403.220.2886.

*Burning Glass Technologies. "Labor Insight TM Real-Time Labour Marketing Information Tool." Accessed November 10, 2021.



Inspired by the Wheel of Life, a concept created by Paul J. Meyer, founder of the Success Motivation Institute*

MIND MAP

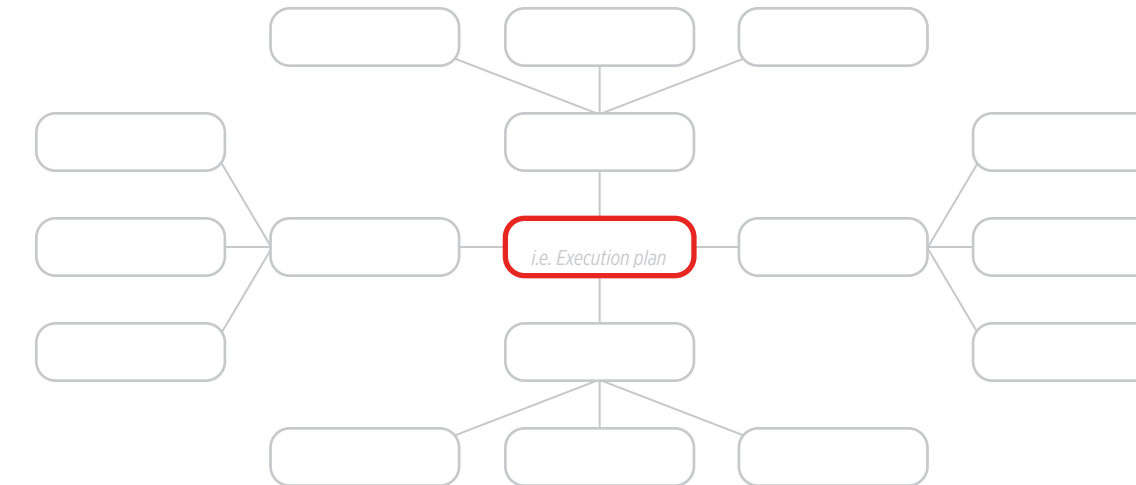
Explore ideas and make a plan with this mind map exercise.

Mind maps can be used for pretty much any thinking or learning task, from studying a subject (such as a new language) to planning your career or even building better habits.

As an example, here is a list of themes you could explore when considering career planning:

- Career goals and dreams
- Your big why
- Core values
- Top strengths
- Desired strengths
- Learning opportunities for professional development
- Execution plan: What will you do to accomplish your goal (e.g., change jobs)

As you fill out the answers to these, other branches and levels will surface, creating a wide web of ideas to help you get a clearer picture of not only where you want to go but also, perhaps, how to get there.



JUST FOR FUN

Find UCalgary Continuing Education Programs

Find the following program areas in the puzzle. Words are hidden ↑↓←→.

ACADEMIC PREP	CAREER ADVISING	DIGITAL	HUMAN RESOURCE	MARKETING
ADULT LEARNING	COACHING	ENVIRONMENTAL	LANGUAGES	MENTAL HEALTH
ANALYTICS	COMPUTER	ESL	LEADERSHIP	SUSTAINABILITY
ART	CYBERSECURITY	FINANCE	LEAN SIX SIGMA	TECHNOLOGY
BUSINESS	DESIGN	HEALTH AND SAFETY	MANAGEMENT	WRITING

