

E437 Creativity & Personal Mastery

Aims & Objectives

Creativity and Personal Mastery is designed to produce profound change in your life. You bring about this change and the course gives you the tools you need to do so. It is expected that you will set out on a path of discovery that will last the rest of your life. The formal end of this course at the completion of the semester is a largely meaningless demarcation and many students who took it years ago are still actively pursuing their quest. It is common for participants to discover that the learning in this course becomes apparent years after its formal end.

Professor Srikumar S. Rao is the sole instructor on the course. He is a Full Professor at Long Island University and an Adjunct Professor at the Haas School of Business at the University of California at Berkeley. Creativity and Personal Mastery is the only known course at any business school that has its own alumni association.

Topics Covered

This course gets students started in deciding what, exactly, they would like to get out of life and, in particular, out of work. It is an invitation for students to begin crafting their personal life and goes far beyond traditional goal-setting exercises. Students grapple with such taboo questions as: What does money mean to you? How much do you need/want, and what are you willing to do to get it? What are the core values of your life? Do you compromise them? What do relationships mean to you? How do you manage them?

We will talk about how to build efficient and extraordinarily strong networks and alternatives to traditional — think “placement office of business school” — methods of finding jobs. We will spend quite some time discussing what happiness means to you and how your job, relationships and other activities fit into your concept of happiness. We will talk about ethics, your ethics, and what you will and will not do in a work-related situation. We will discuss how to ensure that you do not land up in the headlines of major dailies in ways that would cause your family and friends to disavow you.

The course has been extensively covered in the media including articles in the *New York Times*, the *London Times*, the *Wall Street Journal*, the *Financial Times*, *Time*, *Fortune*, *Business Week*, the *Independent*, *CNN.com*, *Management Today* and many others. You may read these articles as well as comments by students and guest speakers at XXXXXX

Do not attempt to register for this course without reading the entire syllabus:

Format & Teaching Methods

Each session is highly interactive. There will be ideas presented and discussed. There will be a number of group exercises. There will be multiple exercises each week and write-ups due on them. There will be video presentations and discussion of these. There will be an electronic discussion board to continue conversations on topics raised in class and by the readings. There will also be a mandatory weekend retreat that commences at about 5.00 p.m. on Friday and ends about 4.00 p.m. on Sunday.

Pre-requisites

Students must be available to attend all classes plus a compulsory weekend retreat (see below for details). Whilst places are initially allocated via the normal elective preferencing system used for all London Business School electives, places will not be confirmed until a significant pre-course assignment is submitted and accepted. Full details of the application process can be found below

Timetable Slots

Whilst this elective only carries a single credit value, the amount of contact hours is approximately **double** that of a regular elective. There are two streams each running as a full day class, weekly over the summer term. In addition there is a mandatory weekend retreat at the end of week 4:

Stream A: Friday (All Day) Weeks 1-2 & 5-10 with Week 3 All Day Sun 10 May & Week 4 retreat 15-17 May

Stream B: Saturday (All Day) Weeks 1-2 & 5-10 with Week 3 All Day Sun 10 May & Week 4 retreat 15-17 May

Please check you can make all the dates for your preferred stream before signing up.

Assignments & Assessment

There is a mandatory pre-course assignment (described below) due 6 weeks before the start of the course. This assignment must be judged to be to an acceptable standard by Professor Rao before your place will be confirmed.

There will be two other assignments due before the first class and a significant amount of required reading. Your assessment will be judged on this and further regular assignments during the course and active participation. There will be no exam.

Mandatory Pre-Course Assignment

1. Students must read the complete syllabus and are encouraged to read other material such as student comments, media articles, etc. as well.
2. Add & Drop for CPM will close on **Monday 2 March 2009**.
3. You must then submit the following by 9 March 2009
 - An up to date résumé including your current contact details and phone number
 - Answers to the seven questions listed below (answer each question separately):
 - i) Tell me something about yourself, something that will make you come alive as a person. You get to decide what you reveal and at what length.
 - ii) Why do you want to take this course? Give me as much detail as possible. How did you learn about it? If someone recommended it, who and why did he/she do so? If any part of the syllabus spoke to you strongly, which part and why?

- iii) What specific - list them - learning outcomes would you like to take away from this course? An example of such an outcome is "I would like to learn how to stop being bothered by what I think others are thinking about me."
- iv) What hesitations do you have? Are you nervous or concerned about anything you read in the syllabus or heard from others?
- v) How will other persons who take the course benefit from having you in it?
- vi) What really, really, really and truly matters to you? Why?
- vii) This course requires an enormous commitment of time as well as emotional and psychic energy. If your participation slacks off, you will be doing a disservice to yourself as well as other members of class. Are you fully prepared to take responsibility to make this class a resounding success for yourself as well as for others?

Suggested length for the seven essays: One page is too short, and 30 pages is too long for all questions combined.

4. Your resumé and essays above should be submitted your Programme Office in hard copy in a sealed envelope marked 'Professor Srikumar Rao – Application for Creativity & Personal Mastery' by **Monday 9 March 2009** to. Recommendations from CPM Alumni are welcome and will strengthen your case.

5. It may be that you are also required to have an interview - this is likely to be on the phone, either with Professor Rao or an alumnus..

Confirmation and Notification

All students will notified by their Programme Office as to whether their place is confirmed by Monday 23 March 2009..

Please note that like all electives, once you have has your place confirmed, you are expected to honour the commitment unless there are exceptional circumstances.

CPM Alumni happy to talk about the course