

Thinking outside the box

A new company which helps people and businesses to improve their creative thinking has been launched by Ian Walton from Manley near Frodsham.

Ian spent over 10 years working in Asia, including three years in Japan, and seven years in Thailand as the research and development director for Unilever's haircare products.

He is using his experience of Eastern and Western cultures to inspire people to 'think outside the box' and deliver a unique approach to branding through his work with CrISP on Brand Edge.

Ian received guidance and advice from CrISP when setting up his business.

He explained the ethos behind his new venture: "In Japanese flower arranging, gaps between flowers are not things to be filled with more flowers, but 'spaces to be appreciated'. By taking such a different view, how can you take a current 'problem' and look at it as an opportunity?"

"It is a creative attitude of mind, and a culture, that allows ideas and the people who are working with them, to flourish and succeed."

The first workshop brought extremely positive results for the 20 businesses attending the event.

Email Ian at ian.walton@coaching-ideas.com



*Creative thinker:
Ian Walton*

Media course on offer to females

Females looking for a career in the media industry are being invited to join a training programme which has supported work placements at organisations such as Granada and the BBC.

The Digit-elle project, run by Media Training North West and funded by the Learning and Skills Council and European Social Fund, is open to women aged 16 and above who live or work in Cheshire and Warrington.

They must have a passion to work in the media industry and cannot be in full-time education.

Diana Naden, training officer for Digit-elle, based at the BBC Offices in Manchester said: "We work with people who want to gain entry into the media industry as well as freelancers aiming to develop their skills. The project is bespoke to each individual so we meet with people, find out about their aspirations and help them to reach their goals.

"We offer training and workshops in all elements of the media – from TV and radio through to games and interactive TV. Our skills programmes can cover anything from camera training to TV production, CV writing, interview techniques and pitching new ideas."

There are currently 47 people enrolled on the project, with a total of 102 places available.

To apply call Diana at Digit-elle on 0161 244 4640

A Digit-elle success story

Mum of two Vicky Smith, from Warrington, has already landed her first paid role with Channel Four's T4, after training with Digit-elle.

She said: "I graduated from University College Chester after completing a degree in performing arts and I had already decided by the end of the second year that I didn't want to teach drama. I wanted to change over to media but I was too far into my degree to swap. So after graduating I applied for Digit-elle and was delighted to get through. I've completed several courses and found that I love using cameras and everything to do with them. I volunteered as a production runner in Warrington before landing my first paid job as camera assistant for T4. The Digit-elle Project has definitely helped me to get into the industry."

Vicky is now planning to apply for an MA course and her long-term plan is to work as a camera-woman on TV documentaries and films.



Behind the camera: Vicky is set for career in TV and film