



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BSc in Health & Social Care

Changemakers – Creativity and Value Creation (BMHP 5014)

WEEK 4 OF THE MODULE

Dr Azora Hurd: a.hurd@uwtsd.ac.uk

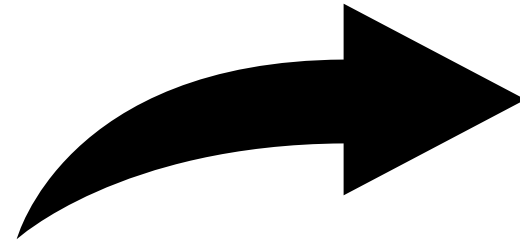
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Transforming Education; Transforming Lives



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OBJECTIVES OF SESSION...

- To recap on last weeks session.
- To provide details of an elevated pitch and to look at designing a conference poster.
- To provide you with the opportunity to consider how you can generate innovative and creative ideas and to look at the ideas around 'myself'.
- To enable you to firm up your idea, for the e-portfolio tasks to be completed in the first assessment point.
- To provide time for you to undertake the online activities within the Moodle materials from the online activities.



AN ELEVATED PITCH



An Elevated Pitch

- Elevator pitch (also known as an *elevator speech*) is a short, persuasive speech you use to introduce your idea, concept of product or campaign.
- Its purpose is to explain the concept quickly and clearly to spark interest in your idea and topic area.
- You will need to present yourself in the introduction of the elevated pitch to your audience.

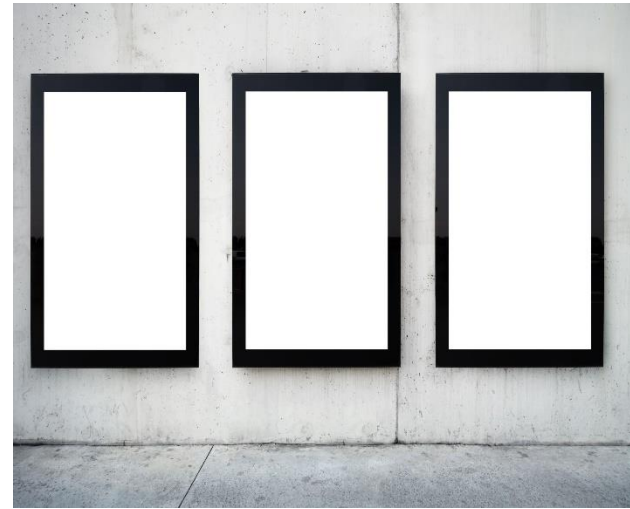
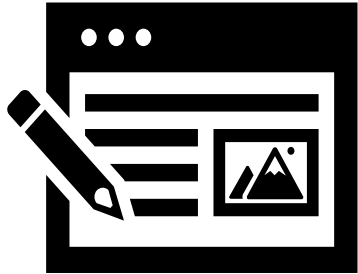
- You should present your goals as well, so that the audience is clear what you plan to talk about around your topic area.
- You need to think about how you can grab the attention of your audience. How do you think you might captivate your audience to believing what you are presenting to them.
- Provide a summary of what you have presented at the end to bring the audience back to the purpose of the presentation.

- Do not forget you are presenting a professional persona, highlight important aspects, which you wish to draw attention to and keep your audience engage.
- The elevated pitch has to be 500 words which shows an opening, a middle and an ending, by thanking your audience for listening to your presentation and what you would like from them.
- Here is a link to a MindTools about crafting an elevated pitch with some helpful ideas.
- [Crafting an Elevator Pitch - Communications Skills From MindTools.com](#)

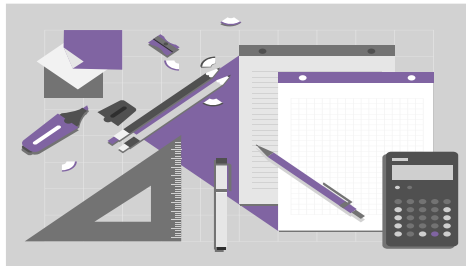
Task 3 Option – Elevated Pitch

ARTEFACT TASK 3.

- Create an elevator style pitch (a written piece which you could present to a fictitious audience) about your idea/approach.
- The pitch should be written in a format that will enable you to present it to a new potential audience and should be no more than **500 words**.
- In your pitch you are promoting your idea to engage with the audience, so that they will offer support to you in a proactive way either by being actively involved or by offering support such as crowdfunding.



CONFERENCE POSTER



A Conference Poster

- A poster is one of the oldest forms of communication as an effective way of engaging a potential audience in your topic area.
- Identify your overall goal(s) as this will help the design choice for the poster.
- Start with an eye-catching background texture or colour.
- Use a mixture of large lettering, especially for the title and different text writing.
- Outline the key messages which you want to draw attention too.
- Add conference details such as date, time and venue (all fictitious).

- Decide what you want to share with your audience. You can add images, graphs, tables, photographs, logo, branding and any straplines.
- Add any social media details such as email details, contact number, Twitter, Facebook etc.
- You may also add any national organisations log's and branding if you are working in collaboration or partnership with them.
- Template examples can be found here -
- [Create Engaging Posters In Minutes! | PosterMyWall](#)

5 Tips on Designing an Effective Conference Poster

1. **Tell a coherent story.** Think about what you wish to showcased around your project plan, idea or approach?
2. **Go beyond words.** Effective posters use visual imagery to convey information clearly and in a punchy way.
3. **Cater to your audience.** Effectively communicating ideas is easier when you know your potential audience. Find out who will be attending the conference and tailor-make the poster for them.
4. **Get to the point.** Its important to communicate effectively in the conference poster layout so that your purpose is clear.
5. **Show that you care.** Imagine that when you present at a conference your presentation is a direct representation of you, your ideas, so communicate it effectively.

Reference: [5 Tips on Designing an Effective Conference Poster \(wiley.com\)](https://www.wiley.com)

Poster Design



Conference Poster Example



The Chateau Marlborough
95-117 High Street,
Blenheim, 7201 New Zealand



Saturday, June 21, 2025
5:00pm - 11:00pm

For more details:



Send us an email at:
info@artsociety.com



Call us at
789-255-5596

Ticket: \$90

Includes:

- Drinks
- Five-course meal
- Entertainment

Get your tickets at:
www.eventlite.com/amanight

The event is co-sponsored by:

- Four Seasons Caterers
- Charity Foundation of Auckland and Wellington
- The Blenheim Creative Society

[Poster Design Guide: How to Make an Eye-Catching Poster in 2020 \(venngage.com\)](https://venngage.com)

Task 5 Option – Conference Poster

ARTEFACT TASK 5.

- Create a conference poster showcasing your idea and approach. Your poster should showcase your idea in such a way that it encourages your potential audience to find out more and to attend your conference.
- Think of a strapline for your conference poster and use images to portray your idea and concepts.
- You will need to explain the contents of the poster in no more than **500 words** of how you came up with the poster design and why you think your potential audience would get involved.
- A list of references should be included with the poster. Consider your potential audience when designing the poster and the kind of messages you wish to portray to promote your idea to encourage individuals to attend.

General Information

You are expected to create an e-portfolio which comprises of 2 items from a list of 5 artefact task options. The e-portfolio items should follow through an idea or an approach to either:

- 1. Develop a new project plan that is unique and which you have identified a gap in a service, or**
- 2. You are advocating in support for an existing national or local project, which you will demonstrate your active role of leadership to support the project to a potential new audience within your local area; or**
- 3. You will develop a campaign of your own that will promote, or advocate a given cause, or mission for which you are passionate about.**

The expectation is that you will confirm which aspect in your approach to your given option in a clear introduction to your two artefact items which you have chosen to showcase.

Unit 1 Topic 2

Who Am I? My Sense of Self

Ideas and Values: Part 2

Who are you? What drives you? How susceptible are you to the influence of others? How can I understand myself better? These are some of the questions considered in this part of the Unit, Ideas and Values.

Session 1: The Idea of Self (50 minutes)

Session 2: Social Influence (50 minutes)

Session 3: Developing Creative Confidence
(50 minutes)

Module 1, Unit 1, Topic 2



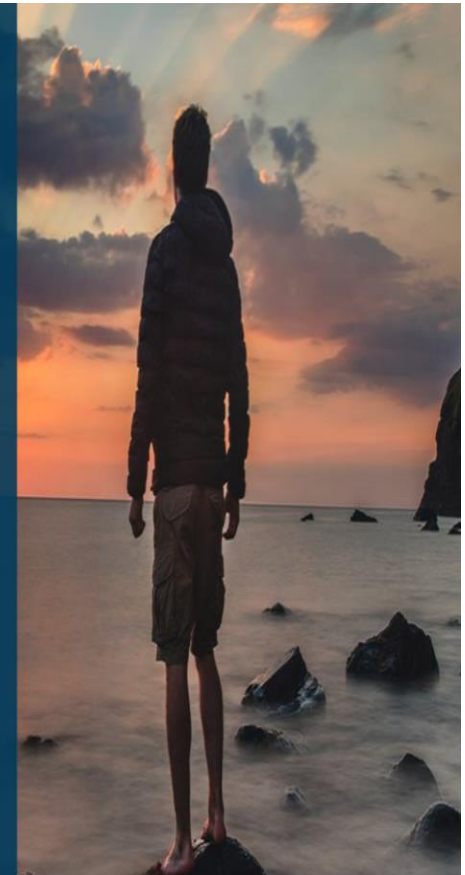
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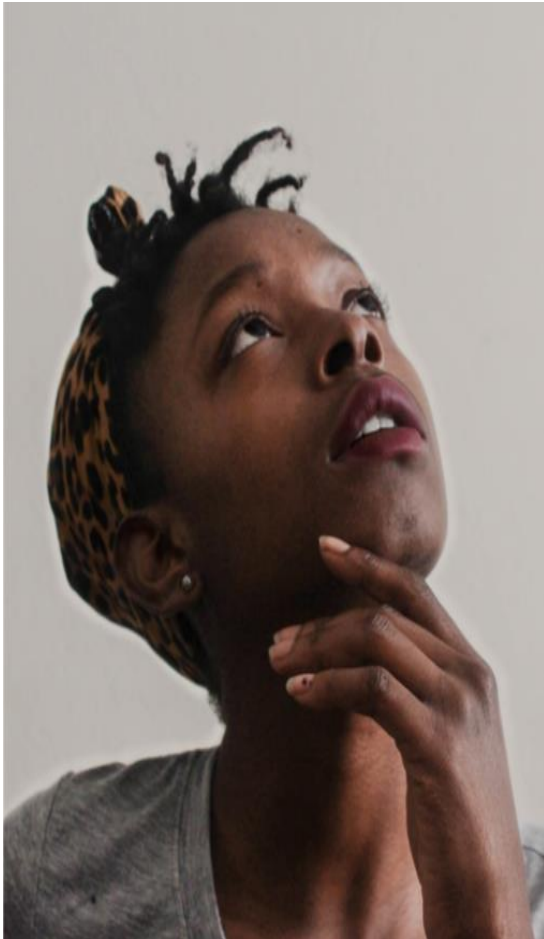
Session 1: The Idea of Self



The activities in this session
should take you approximately
50 minutes to complete.



E-learning – I think therefore, I am



The Six Basic Passions

Each of the passions, or emotions, of the human soul, according to Descartes, is:

- a particular kind of thought in the mind or soul – experienced mentally.
- corresponding to some activity and response going on in the brain.

The human mind or soul has a capacity to experience or feel a variety of different passions, ranging from anger to hope, from fear to languor – but all passions reduce to a basic six.

(Sadler, 2013)



Six Basic Passions

The Six Basic Passions

Click on each emoji to learn more about each passion.



Wonder



Desire



Love



Hatred



Joy



Sadness

Love and Hatred are
opposite passions

Joy and Sadness are also
opposite and follow on from
Love and Hatred

The Six Basic Passions

Now that you know what the passions are, can you think of a time when you experienced some or all of them?

In Descartes' view, our passions arise originally out of how things affect us, and thereby affect our brain, and then our mind – where we feel them.

What other passions have you experienced lately?
Choose from the list if you are struggling to find a word to describe them. Look up any words you don't understand in the dictionary.



Post your chosen word/words to the word cloud by clicking on the link:



- Pride
- Humility
- Hope
- Confidence
- Anxiety
- Fear
- Despair
- Remorse
- Shame
- Harmony
- Peace
- Indecision
- Self-satisfaction
- Vainglory
- Gratitude
- Anger
- Boredom
- Regret
- Envy
- Pity

How I see myself?

- Ambitious
- Careless
- Chatty
- Cheerful
- Childish
- Competitive
- Considerate
- Easy-going
- Hard-working
- Idealistic
- Impatient
- Kind
- Trustworthy
- Imaginative
- Individualistic
- Likeable
- Moody
- Outgoing
- Popular
- Reckless
- Reliable
- Reserved
- Romantic
- Selfish
- Sensible
- Sensitive
- Helpful
- Efficient
- Emotional
- Shy
- Tolerant
- Sociable
- Polite
- Logical
- Liberal
- Independent
- Creative
- Decisive
- Vain
- Honest
- Enthusiastic
- Smart

Driving Innovation and Change

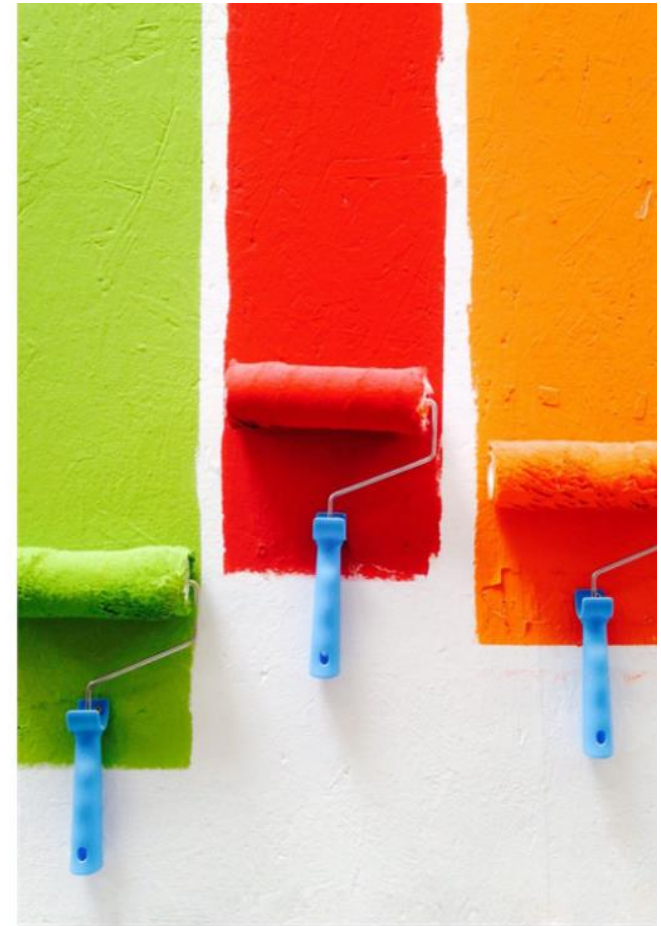
Creative Confidence

When people hear the word “creativity”, their mind tends to immediately leap to artistic endeavours like sculpture, drawing, music, or dance.

You may equate “creative” with “artistic,” believing that architects and designers are paid to be creative thinkers, but CEOs, lawyers, and doctors are not.

You may feel that being creative is a fixed trait, like eye colour - either you're born with creative genes, or you're not.

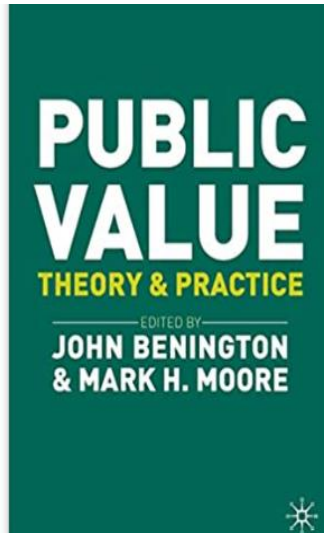
(Kelly and Kelly, 2015)



Self-directed Learning

- During the rest of the teaching session continue to undertake the online activities and undertake the postings to complete Unit topic areas.
- Work on you e-portfolio ideas for the first submission.

References



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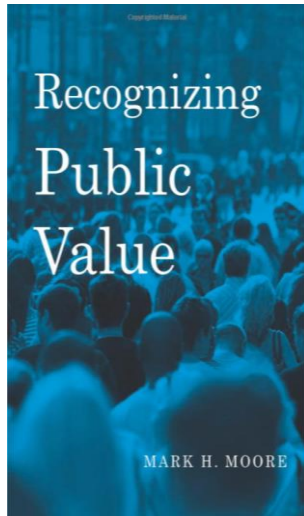
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Moodle site material [Course: Changemakers: Creativity and Value Creation](#)
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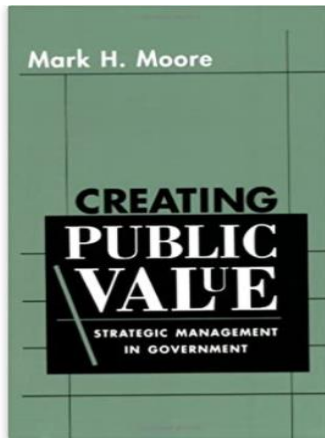
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Moore, H. M. (1995) ***Creating Public Value – Strategic Management in Government***. Cambridge: Harvard University Press.

Assessment Criteria E-Portfolio

Generic Assessment Criteria

1. Engagement with Literature Skills 10%
2. Knowledge and Understanding Skills 20%
3. Cognitive and Intellectual Skills 20%
4. Practical Application Skills 20%
5. Transferable Skills for Life and Professional Practice (including 10 marks for e-learning participation in the online material) 30%

UNITS FOR THE ON LINE TASKS – UNIT 1

TOPIC 1 HOW INNOVATION CHANGES THE WORLD

1. Introducing innovation
2. Innovation and society
3. Creating the future
4. Creativity and society

TOPIC 3 ADDRESSING SUSTAINABILITY

1. What is the problem?
2. Sustainability changemakers
3. Be the changemaker.
4. Additional resources

TOPIC 2 WHO AM I? MY SENSE OF SELF

1. The idea of self
2. Social influences
3. Developing creative confidence

TOPIC 4 MAKING STATEMENTS

1. Big (traditional) values
2. Designing tool recipes
3. Small (personal) values
4. Additional resources

UNITS FOR THE ON LINE TASKS – UNIT 2

TOPIC 1 CHANGE MARKING – THE ACT OF CREATING VALUE

1. Who and what are changemakers?
2. Value creation pedagogy
3. The practice of changemaking

TOPIC 2 STORYTELLING

1. Stories and why we tell them.
2. Spotting competences in stories
3. Creating our own competency story

TOPIC 3 IDENTIFYING NEW IDEAS

1. Scoping
2. Finding meanings
3. Identifying attributes

TOPIC 4 SEEKING SOLUTIONS

1. Creative solutions tool cards
2. Tool Kits
3. Making your own tool kit

UNITS FOR THE ON LINE TASKS – UNIT 3

TOPIC 1 COLLABORATION NOT COMPETITION

1. Establishing a supportive network
2. Stakeholders analysis
3. Creating a stakeholder map

TOPIC 2 FUNDING YOUR IDEA

1. Sources of funding
2. Creating a crowdfunding campaign
3. Understanding social enterprise

TOPIC 3 TELLING YOUR STORY

1. Storytelling as a persuasive communication tool
2. Self-confidence and authenticity
3. Preparing a strong presentation

TOPIC 4 BE IN IT TO WIN IT

1. Navigating social media
2. Developing your professional persona
3. LinkedIn the professional network

UNITS FOR THE ON LINE TASKS – UNIT 4

TOPIC 1 MEASURING SUCCESS

1. What is success?
2. The Pygmalion effects
3. Success and wellbeing

TOPIC 2 PERSONAL EVALUATION

1. Your project success
2. You, your project and others
3. Success through teamwork

TOPIC 3 MOVING FORWARD

1. Building up from the project
2. The power of failure
3. Looking forward

TOPIC 4 CLOSING THE LOOP

1. Skills and attributes
2. Showcasing your work