

## Hedria Lunken, Hedria Consulting



A dynamic, energetic speaker, consultant and trainer, Hedria Lunken is internationally known for her expertise in creativity training and methodologies. Her enthusiasm and insights empower groups to improve their innovation and productivity, tap their potential and solve their problems through the deliberate use of creativity.

Hedria, President of **Hedria Consulting**, has used her expertise in creativity and innovation as: Director, Communication Programs, for The Performance Group, Buffalo New York; Creativity Director for the Leadership Equation Institute, California; as an adjunct trainer at the Center for Creativity Leadership, Greensboro, North Carolina; and as a leader for the Creative Education Foundation at the Creative Problem Solving Institute, Buffalo, New York. An experienced educator, she has taught at Niagara Community College and Buffalo State College. She honed her entrepreneurial skills in the retail clothing operation she owned and managed for many years.

Hedria has designed and presented hundreds of creativity and management seminars for Fortune 500 companies, not-for-profit, government and educational groups in the United States, Canada, Europe, South America, South Africa and Turkey. She is the author of many articles and manuals. Hedria has a column in *Business First* and has had work published in the *Journal of Creative Behavior*. She applies her training in experiential and adventure based education to facilitate individual and team creativity.

Her client list includes:

- Colgate Palmolive
- Cornell University
- International Flavors and Fragrances
- Eastern Mgt. Development Center
- Loyola College Executive MBA Program
- MTV
- Univera Healthcare
- National Institutes of Health
- Rich Products Corporation
- State University of Buffalo

Here's what has been said about Hedria's seminars:

*"Hedria has the empowering ability to transfer the spark of learning to participants. The workshop had immediate benefits - and I'm still hearing about team success stories two months later."*

*"Hedria helped us stay focused on our objectives, while formulating new ideas that were immediately useful for the company. Implementing the plan of action generated at the retreat has lead to improved efficiency, and bottom line savings."*

*"Hedria is dynamic with lots of energy. She is quick-witted and able to handle conflict as well as questions."*

*"Her strengths include: quickly building trust and rapport with the group, flexibility, empathy and excellent briefing and debriefing skills."*

## EDUCATION

Master of Science in Creativity and Innovation – State University College at Buffalo 1990

Bachelor of Education - State University of New York at Buffalo

Postgraduate Training: Center for Creative Leadership: *Leaderlab, Leadership for Technical Manager*

Niagara Institute: *Working With Others: Executive Women's Workshop*

Niagara University: *Small Business Management*

Project Adventure: *Adventure Based Training*

## AFFILIATIONS/FACULTY APPOINTMENTS

Creative Education Foundation, Past President (2005-2007) Board member and Leader Annual Problem Solving Institute Creativity Alumni Association at Buffalo State College: Founder/President (1990-present)

National Speakers Association, Professional Speaker Member 1990 to present)

Niagara Institute, Niagara-on-the-Lake, Ontario: Adjunct Faculty (1991-1994)

American Society of Training and Development, Buffalo, NY: Vice President (1989-1990)

Center for Creative Leadership, Greensboro, NC: Adjunct Faculty

Centrum Klreowania Liderow, Warsaw, Poland: Faculty

The Leadership Equation Institute, California: Creativity/Innovation Director

## PUBLICATIONS

Lunken, H. (1990). *Assessment of the long term effects of the master of science degree in creative studies on its' graduates*. Unpublished Master's Project, Buffalo State College.

Lunken, H. (1991). What research says about creativity training: Techniques that work. In Richards, Moger, Colemont & Tassoul (Eds.), *Creativity and innovation: Quality breakthroughs* (pp. 135-139). The Netherlands: NECUM Drachten.

Lunken, H. (1992). The art and discipline of debriefing. In Gryskiewicz, S. (Ed.), *Discovering creativity* (pp. 105-108). Greensboro, NC: Center for Creative Leadership.

Firestien, R.L. and Lunken, H. (1993). Assessment of the long term effects of the master of science degree in creative studies on its' graduates in *The Journal of Creative Behavior*. 27 (3), 188-199.

Lunken, H. (1993). Touchstones: A metaphor. *International creativity network newsletter* Vol.3 (2). Buffalo, NY.

Lunken, H. (1994). Creativity, leadership and gender. In Geschka, *International creativity conference proceedings*. Darmstadt, Germany.

Lunken, H. (1995). A transitional training program. In Montuori, A., and Purser, R. (Eds.). *Social creativity, volume III*, Creskill, NJ: Hampton Press.

Lunken, H. (1996). *Creative environment*. In Zich, M.C., Puccio, G.J. and Murdock, M. (Eds.). *The literature paper series for creative studies courses* (appendix). Unpublished master's project, State University College at Buffalo, Buffalo, NY.

Lunken, H. 1997 – present. *Business First of Buffalo*, Creative Cornerstones Column. Buffalo, NY.

Lunken, H. 1999. Expand Your Creativity: Maximize Your Potential & The ABC's of Debriefing. In Ergunalp, Halim *Power of creativity in business*. Istanbul, Turkey.

Lunken, H. 2004. Square One at 51: What I did the day after I buried my life. WME Books. Rochester, NY.