

BM-CTI

CREATIVE THINKING & INNOVATION

DURATION LEVEL	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
2 Days	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

Creative thinking and innovation are vital components in both our personal and professional lives. However, many people feel as though they are lacking in creativity. While some people seem to be simply bursting with creativity, others find it a struggle to think outside the square. If you fall into the latter category, it is important to understand that boosting your creative and innovative abilities takes practice. Recognizing and honing your own creative potential is a process. That's what this two-day workshop is all about.

This one-day workshop will teach participants:

- How to identify the difference between creativity and innovation
- How to recognize their own creativity
- Ways to build their own creative environment
- The importance of creativity and innovation in business
- Problem solving steps and tools
- Individual and group techniques to help generate creative ideas
- How to implement creative ideas

AUDIENCE PROFILE

This course is designed for learners who are ready to start thinking outside of the box and want to utilize their creativity in more ways. Anyone who would like to boost their creative and innovative capabilities - this course is intended for you.

PREREQUISITES

There are no pre-requisites for this course, however a good understanding of English will count in your favour.

COURSE OBJECTIVES

- What is creativity and innovation?
- Individual creativity and how to get creative
- Developing the right environment for creativity
- Creativity and innovation in business
- Where does creativity fit into the problem-solving process?
- Defining the problem
- Creative techniques (RAP model, shoe swap, mind mapping, metaphors and analogies, situation/solution reversal)
- Encouraging creativity in a team (brainstorming, role storming, brainwriting, stepladder, and slip writing)
- Putting it all together

COURSE CONTENT

Lesson 1: Course Overview

- Introduction & Learning Objectives

Lesson 2: What Is Creativity and Innovation?

- Learning the Definition of Creativity & Innovation

Lesson 3: Individual Creativity

- How to Get Creative

Lesson 4: Get Creative

- Understanding the Process of Creativity

Lesson 5: Developing the Right Environment for Creativity

- What it Takes to Create a Creative Environment

Lesson 6: Creativity & Innovation in Business

- Factors that Contribute to a Successfully Creative Business

Lesson 7: Where Does Creativity Fit into the Problem-Solving Process

- Understanding the Role Creativity Plays in solving Problems

Lesson 8: Defining the Problem

- Getting to the Root of the Problem and Analysing Creative Ways to Solve It.

Lesson 9: Creative Techniques

- Creative techniques (RAP model, shoe swap, mind mapping, metaphors and analogies, situation/solution reversal)

Lesson 10: Encouraging Creativity in a Team

- Encouraging creativity in a team (brainstorming, role storming, brainwriting, stepladder, and slip writing)

Lesson 11: Putting it All Together

- Applying the Knowledge & Skills Learned.

ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.