



Creativity & Innovation - 1 day

Description:

In Creativity and Innovation: Thinking Creatively you will learn to meet the demands of creative thinking in the workplace. This course will help you develop your creative thinking skills and allow you to practice using the creative thinking process

Audience:

This course is for managers and employees who want to improve their creative thinking.

Prerequisites: No prerequisites.

Objectives

After completing this course, participants should be able to:

- Identify the stages of the creative process.
- Recognize techniques that will enhance creativity.
- Avoid personal and organizational factors that block creativity.
- Foster a climate of creativity.
- Develop creativity in different management functions.

Course Topics

Creative thinking basics

- Creative thinking
- Understanding creative thinking
- Identifying characteristics of creative thinkers
- The creative process
- Increasing concentration
- Discussing incubation and illumination
- Evaluating and presenting an idea

Personal creativity

- Preparing to be creative
- Increasing creativity through experiences
- Increasing creativity through innocence
- Increasing creativity through intuition
- Increasing creativity through adventure

Creativity in organizations

- Creative organizations
- Identifying a creative organization
- Building a creative workforce
- Encouraging creativity
- Understanding factors that suppress creativity
- Using creativity
- Generating ideas
- Solving problems

Fostering a creative environment

- Employing creative individuals
- Recruiting creative individuals
- Retaining creative individuals
- Maintaining a creative environment
- Conducting a creativity audit
- Interacting with creative people
- Developing a creative culture

Promoting team creativity

- Developing a creative team
- Recognizing roles and responsibilities
- Finding a creative rhythm
- Conducting team sessions
- Managing creative sessions
- Discussing creative roadblocks
- Promoting and using creativity
- Increasing team creativity
- Solving problems by using team creativity