Creativity and Innovation

About the Workshop

Creativity is not reserved for artists and inventors; it's a key skill for all of us in business today. Creativity is important for organizations. Period. It's a simple formula: Higher creativity leads to greater innovation within the organization and thus, greater success over the long run. In fact, creativity and innovation are integral to an organization's ability to survive and thrive in today's competitive marketplace.

Creativity is also becoming a very important skill for leaders. A 2010 IBM survey of more than 1,500 CEOs across the world rated creativity as the most important factor for future success.

Creativity is the highest levels of human performance. It is part of what makes us human and is the key to a more successful life. Kim Corfman, Professor of Marketing at NYU Stern School of Business, believes that the happiest people are those who lead more creative lives: "I think people will have better lives, if they are more creative problem solvers,' she says.

All this said, we are unfortunately facing a dry spell in creativity. Schools, universities and workplaces drown our creativity in routine, procedure and fear of failure until we are all using the same methods and not thinking of new ideas.

 "Ineffective people live day after day with unused potential. They experience synergy only in small, peripheral ways in their lives. But, creative experiences can be produced regularly, consistently, almost daily in people's lives. It requires enormous personal security and openness and spirit of adventure."

– Stephen Covey

Luckily, creativity is like a muscle and the mind can be trained to think and work in more creative ways. Our practical course will provide you with creative thinking techniques to generate ideas and solve problems at work. It will also help you learn about your creative style, overcome barriers to your own creativity and also develop creative teams.

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Learning Objectives

Upon completion of workshop participants will be able to:

- Appreciate creative thinking, and identify the steps in the creative process
- Recognize techniques that will enhance creativity
- Discover your creative style and how to blend Right and Left Brain Thinking
- Prepare mentally and physically to be creative, and increase creativity
- Avoid personal and organizational factors that block creativity and innovation
- Develop creativity in organizations, and use creativity to generate ideas and solve problems
- Organize creative teams, conduct creative team sessions and brainstorming sessions.
- Learn how to use the Six thinking hats and to Think Laterally

Target Audience

This course will appeal to a wide range of audiences and is intended for anyone.

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Topics Covered

1. **Creative Thinking Basics**
   a. Creative Thinking
   b. The creative process
   c. Right or Left Brain?
2. **Personal Creativity**
   a. Preparing to be creative
   b. Analyzing Your Creativity (Creative thinking style)
   c. Increasing Creativity
3. **Innovation Framework**
   a. Creativity, Innovation and Invention
   b. Innovation Cycle
   c. Inspirational Stories of innovation
4. **Creativity in Organizations**
   a. Creative Organizations
   b. The business case for creativity and innovation
   c. Using Creativity
5. **Creativity Skills**
   a. Brainstorming Techniques
   b. CoRT Thinking Techniques
   c. 6 thinking hats
   d. Mind Mapping
      i. Radiant thinking
      ii. How to draw a mind map
      iii. Mind maps application
6. **From thinking to action**
   a. "Positive Mind" – The Power of Positive Thinking
   b. Energy and Focus, Motivation and Willpower
   c. The Three Traps of Non Action
      i. Overwhelming Demands
      ii. Unbearable Constraints
      iii. Unexplored Choices
   d. Unleashing Organizational Energy for Collective Action
      i. Comfort Zone
      ii. Resignation Zone
      iii. Corrosion Zone
      iv. Productive Zone

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7. **Promoting team creativity**
    a. Creativity Blocks
    b. Organizing creative teams and team sessions
    c. Promoting and using creativity

Methodology

- Learning Concepts/Presentations
- Group Activities and Discussions
- Tips and Tools
- Individual and Team Exercises
- Role Plays/Case Studies
- Educational Videos
- Action Plan to ensure Application of the Learning

Duration: 12 hours

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