CREATIVITY & INNOVATION

"Some men look at things the way they are and ask why? I dream of things that are not and ask why not?" — Robert Kennedy

Program Overview:

Our Creativity and Innovation training program is filled with exercises and activities which enable the participants to experience the process of creativity. The activities allow the participants to break the normal rules of planning, behavior, decision-making, and think beyond their current patterns. By overturning the predictable, new possibilities will emerge, including the absurd, the inappropriate, even the unexplored.

This course addresses how to generate questions and determine techniques to see if the right questions are being asked and if they are how to find solutions to day to day work related situations. In this active training, participants will tackle real world business problems creatively.

Program Objectives:

At this program's conclusion participants should be able to:

- Understand Creativity
- Recognize the innate creativity within each of us
- Demonstrate Problem Solving & Analytical Thinking Techniques
- Understand Questioning & Probing as being a key technique in finding new possibilities
- Understand and apply techniques of creative thinking

Training Topics:

Day 1
- Introduction to Creativity – What it is and why it matters
- Can I be creative?? – Exploring Possibilities
- Get Out of the Box – Basic Creative Thinking Skills of:
  - Reverse Brainstorming
  - Random Words
  - Mind Mapping
  - Brainstorming
- Beyond Brain Storming – The Creative Problem Solving Method
- Games, Activities, Summary
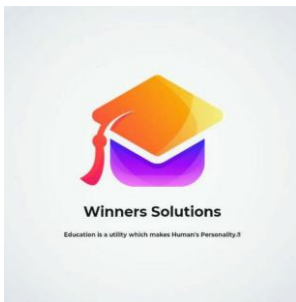
Day 2

- Problem Solving & Analytical Thinking
- Analytical Thinking – The right Attitude & The right approach (objective finding, fact finding, problem finding, idea finding, solution finding & acceptance finding)
- Questioning – A powerful and proven tool of analytical thinking – Probing, leading, open and closed questions
- Getting past Nay-Sayers to sell new ideas and methods of problem solving even to the toughest crowd
- Case Studies , Business Situations , Activities
- Summary & Wrap-Up

Approach & Deliverables

- A Repeatable Creative thinking Process
- Creative Thinking Best tools & Practices for individuals & Teams
- Proven Experiential and improvisational methods
- Skill Development in creative thinking & Problem Solving that can be applied back at work

At the program's completion, participants will have an understanding of critical thinking and exposure to several tools for organizing thoughts, finding creative solutions, and communicating those ideas.

"Innovation is the process of turning ideas into manufacturable and marketable form."

— Watts Humprey

Training Hours:

The duration of the training program will be 16 hours (2 days).

Training Methodology:

- Interactive PowerPoint Presentations
- Critical analysis of existing situations
- Role Plays & Group presentations
- Games and Group Activities
- Audio and Video Clips
- Individual Feedback