

Creative/Innovative Thinking



Program Focus

Creativity and innovation are the lifeblood for the survival of any organisation. This course has been designed to show delegates how anyone can be creative, how to leave traditional thinking behind and enter new ways of working. This fun and interactive course covers the following:

Course highlights:

Introduction to Creativity and Innovation

- Definition of creativity and innovation
- Benefits to the organization – the business case
- The profile of an innovator – nature or nurture?
- How the brain works – left and right brain thinking
- Flexible thinking – challenging convention

Creative tools and techniques

- Challenging conventions – asking the right questions
- Testing a smorgasbord of Practical tools and techniques
- Selecting the right tool at the right time

Creativity in the workplace

- Practical application in the workplace
- Creating the right environment for yourself and others
- Assessing options

Course duration – 1 day

Course cost - £395.00 per delegate (plus VAT)

