

Tools for Creativity and Innovative Thought

Duration: 8 Hours

For
Managers
and
Staff

Course Description:

Creative or innovative thinking leads to new insights, novel approaches, fresh perspectives, and whole new ways of understanding and conceiving of things. Generating fresh solutions to problems, and the ability to create new products, processes or services for a changing market, are part of the intellectual capital that give a company its competitive edge.

This program focuses on activities designed to tap into the “creative” side of the brain and leverage abilities to apply new thinking to corporate problem solving.

This course is based upon active learning, with rich, interactive exercises and applied experiences.

Learning Objectives:

At the end of this course, participants will be able to:

- Discover the value and abilities of the left and right sides of the brain
- Identify numerous blockers that stifle creativity
- Recognize the difference between creativity and innovation
- Apply creativity and innovative thinking to problem solving

Outcome:

Improved ability to creatively problem solve and apply creative and innovative thinking to enterprise issues. This may result in new and fresh solutions to company areas of concern.