



One Day Workshop

Who will benefit:

Anyone who would benefit from being able to generate ideas, solve problems, develop new processes and have more fun at work!

Objectives:

By the end of the course participants will be able to:

- ☺ Explain the importance of developing creativity and innovation to profitability and organisational performance
- ☺ Recognise what stops creativity and how to overcome this
- ☺ Use creative methods and techniques to generate new ideas and solve problems
- ☺ Develop ways to use creativity and innovation back in the workplace as part of a key business process
- ☺ Turn ideas into actions

Module One – Understanding creativity and innovation

- Difference between creativity and innovation
- Importance of creativity to your organisation
- How creative are you at work and out of work?
- Barriers to creativity – killer phrases and practices

Module Two – Methods and techniques for stimulating creative thinking

- Mind mapping
- Thought shower
- Brain writing
- Walt Disney technique

Module Three – Using creativity and the innovation process in the workplace

- When and how you can use creativity and innovation at work
- How to ensure ideas are turned into actions