



Workshop Overview

Creativity and innovation are fundamental to the success of any business, it helps you too see and develop new opportunities or come up with unique solutions to existing problems. We all know the story of Henry Ford who gave people cars instead of the faster horses they would have requested. This one-day course will show you how a structured approach will help you in your search for creative solutions. Using practical techniques and creative thinking tools, you will learn how to confront work challenges proactively and from a new angle.



Benefits

By the end of this training workshop delegates will be able to describe and assess the skills associated with creative thinking and learn to overcome barriers to thinking creatively. They will gain improved problem solving and analytical skills and identify the tools needed to break down conventional barriers to analysis and idea generation.

Outcomes & Content

- ✓ Developing alternative solutions to problems
- ✓ What is creativity and innovation?
- ✓ Why are they important?
- ✓ Ensuring that creativity becomes useful
- ✓ Overcoming barriers
- ✓ Generating ideas
- ✓ Vertical and lateral approaches
- ✓ Benefits and weaknesses
- ✓ Learn creative thinking tools
- ✓ Methods of testing ideas for practicality
- ✓ Recognise and cope with obstacles to creativity
- ✓ Communicate and support creativity
- ✓ Develop an action plan



Who should attend ?

This workshop is Ideal for project managers, middle and senior managers and those in creative roles who have complex problems to solve and need new ideas and creative thinking tools.

