

Creativity and Innovation

Instructor: Andrea and Jim Southcott
Course Contact hours: 7 hours

Today, organizations can unwittingly strangle their best ideas or create a culture where risk-aversion is the safest strategy for getting ahead. As a result, you may be losing valuable opportunities to improve your product and service delivery, to innovate ideas and to ensure you are staying ahead of your customers' demands. This workshop will help develop the participant's creative muscle and combine a thorough combination of best practice learning with hands-on experience by working with creative thinking and creative problem solving tools. Focus will be placed on the mental models for strategic thinking (convergent/divergent thinking), the creative process, how to foster an innovative environment in your organization, and holistic and systematic approaches to encouraging innovation.

Course Objectives

- Explore their own creative potential; how to unlock it, express it, foster it;
- Learn from some of the best disruptive creative thinkers;
- Understand how to foster creativity in others within a business environment;
- Practice putting tools into action.

Learning Outcomes

- Assess best practices for fostering innovation across a number of inspirer organizations;
- Apply strategies for enhancing creative thinking;
- Describe ways to build a supportive creative culture;
- Identify potential organizational hurdles and possible solutions;
- Discuss how to identify a problem and fix it while influencing the organization to prevent similar problems in future;
- Model creative culture and values using 1-2 real world projects.

Course Content

- Best practices of inspirer organizations;
- Creative thinking and creative problem solving tools;
- Mental models for strategic thinking;
- Elements of the creative process;
- Strategies for fostering an innovative environment, including holistic and systematic approaches.

Required Texts

Handouts will be provided