

Creativity & Innovation Excellence

2 - Day Interwoven Flow of Case Studies

Course Aim

This practical course will provide managers and specialists with a range of simple creative thinking techniques that they can use to generate ideas and solve problems at work. Real life work problems and opportunities can be built into the workshop, enabling participants to leave with some ideas and potential solutions that can be implemented at work.

Course Objectives

By the end of the two-day program, the participants will have:

- An understanding of why some people are naturally creative and some others are not. Learn how everyone can develop their creative skills
- Knowledge of how to use a range of creative thinking methods, tools and techniques to generate ideas and solve problems.
- The opportunity to apply the methods and tools to generate ideas for improving areas of their own & their teams

Content Coverage

Duration of Seminar - 10:00 am to 5:00 pm

Outline of Topics [2 Days]: [Schedule: 10:00AM / 11-1PM / 1:45-3:15PM / 3:30-5:00PM]

Course Methodology

Interactive & Participatory, Activity Based, Case Based Reasoning & Facilitation

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Course Outline:

S No	Title	Content	Methodology
1	Welcome. Ice breaker. Expectation setting.	To brief "Why this prog". Why do we need to be Creative & Innovative?	Inauguration. Facilitator presentation.
2	Why Innovation & Creativity?	Participants to reflect on Innovation & Creativity happening in the corporate world and arrive at Why innovation & creativity is needed. Also – What stops us from being Creative & Innovative?	Learning thru group activity.
3	Recognizing the difference between creativity & innovation	<ul style="list-style-type: none"> Understanding the cycle of innovation & the differences. 	Facilitator presentation and group discussion
4	Understanding Through patterns – Brain orientation.	<ul style="list-style-type: none"> Recognizing left and right brain thinking Identifying how creative we are- questionnaire. 	Conceptual inputs and self-assessment questionnaire
5	Methods and tools for generating ideas	<ul style="list-style-type: none"> Brainstorming or blue sky thinking session Reverse brainstorming. Alternate uses. Incomplete figures. Remote associates. Sort cards or mind maps Sticky notes/ Metapanning technique Six thinking Hats Identifying when best to use each idea generation technique 	Hands on learning plus learning review

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6	Logical & lateral thinking	<ul style="list-style-type: none">• Creative problem solving techniques – random word methodology of Lateral thinking.• Using the problem checklist, “go wild” and 5 whys	Hands on learning plus learning review
7	Applying the learning – <i>A Team orientation and User-Oriented creativity & Innovation.</i>	<ul style="list-style-type: none">• Turning creative ideas into action in real business	Small group practical problem solving & creative thinking activities - group feedback for further learning.
8	Next steps	<ul style="list-style-type: none">• Review of learning and action planning	

Target Audience

Suitable for business teams, this creative thinking course is designed to help enhance creativity and promote the generation of innovative ideas.

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Terms & Conditions

- 100% advance payment must be made along with purchase order.
- Facilitator's Travel, boarding and food charges must be borne by the client
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training India. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance must be taken care by client only.
- Overseas clients will have to arrange visa, air travel and local travel on their own. If client want us to assist in local travel Sieger Team can facilitate with additional charges.
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