

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 – A Team orientation and User-Oriented creativity & Innovation.	<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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Participation Fee

INR 8,800/- per person plus 18% GST INR 1,584

Total Inclusive of GST =INR 10,384/- per person

The Fees is inclusive of Tea/Coffee, Snacks, Standard Veg / Non-Veg Lunch, Certificate of Participation & Course Material.

Other Details:

- Registration closes Three Days Prior To The Workshop
- Beverages and Lunch will be provided to the participants during the training program;
- Printed course materials and other stationeries will be provided;
- At the end of the programme participants will be issued certificate;
- The Participants will have to make their own arrangements to reach the venue;
- Reservations are confirmed on a "first-come first-served" basis. Please note that attendance is limited to 20 participants;
- Cancellations are subject to a service charge. Substitutions are acceptable.
- Sieger Training has the right to cancel a workshop if the attendance does not meet the 10-person minimum. In this instance, all payments will be fully refunded;
- Training Venue are subject to change based on the number of participants;
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training India. Sieger will charge on INR basis only.