Creativity and Innovation

Duration: **1 day**

Overview:

The New Horizons' Creativity and Innovation Program teaches participants about creative thinking in the workplace. You will develop creative thinking skills, mentally and physically prepare for creativity, incorporate innocence, intuition, and adventure into creative thinking, and use creativity to generate ideas and solve problems. The course provides exercises that can be used to prepare the mind and body for creative thinking and explains the most common ways creativity is incorporated into problem solving. Course activities also examine recruiting and retaining creative individuals, performing a creativity audit, communicating with creative people, defining creative rhythm, and exploring ways to implement a creative culture. You will also learn how to organise creative teams, conduct effective team sessions, avoid roadblocks to team creativity, increase creativity in a team, and use the creative problem-solving process.

Target Audience:

This course will benefit any individual who needs to develop their capacity to develop lateral solutions to business problems, such as managers, marketers, customer service officers and sales people.

At Course Completion:

Participants will leave the course with a certificate of attendance and an individualised action plan to help support next steps on return to the workplace. More importantly you will have developed skills and knowledge to become:

- More confident and comfortable with the creative process
- More able to get creative results
- More adept at helping others create
- Better able to access a creative state

Lesson 1: Creative thinking basics

- Creative thinking
- Understanding creative thinking
- Identifying characteristics of creative thinkers
- The creative process
- Increasing concentration
- Discussing incubation and illumination
- Evaluating and presenting an idea

Lesson 2: Personal creativity

- Preparing to be creative
- Preparing mentally
- Preparing physically
- Increasing creativity
- Increasing creativity through experiences
- Increasing creativity through innocence
- Increasing creativity through intuition
- Increasing creativity through adventure

Lesson 3: Creativity in organizations

- Creative organizations
- Identifying a creative organization
- Building a creative workforce
- Encouraging creativity in organizational situations
- Understanding factors that suppress creativity
- Using creativity
- Generating ideas
- Discussing creativity uses
- Solving problems

Lesson 4: Fostering a creative environment

- Employing creative individuals
- Recruiting creative individuals
- Retaining creative individuals
- Maintaining a creative environment
- Conducting a creativity audit
- Interacting with creative people
- Developing a creative culture

Lesson 5: Promoting team creativity

- Organizing creative teams
- Developing a creative team
- Recognizing roles and responsibilities
- Finding a creative rhythm
- Conducting team sessions
- Managing creative sessions
- Discussing creative roadblocks
- Promoting and using creativity
- Increasing team creativity
- Solving problems by using team creativity