

Organisations are constantly striving to differentiate themselves from their competitors to deliver business advantage. This course focuses on tapping into the personal creativity of each employee and to manage that creativity to produce corporate innovation. This highly interactive, experiential course will relate creativity and innovation concepts to profitability. You will:

- Explore the models of creativity and innovation
- Rediscover your own personal creativity
- Understand the four major creative roles
- Identify your creative strengths and weaknesses

Who Will Benefit?

Managers and leaders; anyone who wants to maximise creative or innovative potential

Course Outline

- Creativity myths and paradigms
- Concepts, definitions, and models of creativity and innovation
- Creative roles: explorer, artist, judge, and warrior
- KAI Assessment: cognitive styles of creativity (Kirton Adoptive Innovative)
- Identifying your own personal creative style
- Right-brain and left-brain integration: whole-brain thinking
- Divergent and convergent thinking tools
- The creative process
- The innovation process
- Four types of innovation
- Dealing with change
- Applying your learning back in the workplace
- Developing a company culture to encourage creativity and innovation

Duration

2 Days

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