

INNOVATION AND CREATIVITY(REF:OTSIAC001)

Duration: 2 DAYS



OVERVIEW

Steve Jobs stated that it is innovation that distinguishes leaders from followers. Innovation is not just about being creative yourself, it involves all the stakeholders, getting feedback, exploring options, and collaborating to generate new solutions. By either developing your creative muscle or finding out that you actually have one, this workshop will help you discover that not only can you increase your creative options but also encourage truly innovative solutions to emerge, benefiting you, your team and your company.

OBJECTIVES

By the end of this course successful participants will be able to:

- Appreciate and encourage innovative methods of doing work
- Identify your own brand of creativity and innovation
- Delay the impulse to leap to solutions
- Think laterally
- Communicate and pitch ideas

COURSE CONTENT

Developing innovative and creative thinking

- Process of creativity
- Thinking and the brain
- Generating group and team ideas
- Quantity vs quality

Techniques to encourage innovation

- Brainstorming – asking the right questions
- SCAMPER
- Situation reversal
- Role storming

The creative process

- Design thinking
- Managing ideas effectively
- Fusing imagination and planning

Selecting the innovation

- Converge to an innovation
- Ideas auction
- Measuring ideas and innovation
- Knowing the strengths to play to



Selling your ideas

- Pitching it with passion
- Pitching your idea – what gets in the way
- Using the PROVE model to present ideas

