Creative Thinking and Innovation

311-P24-CE

In-Class

16 hours

EGP 3990

Course Description:

Creative thinking and innovation are vital components in both our personal and professional lives. However, many people feel as though they are lacking in creativity. What most of us do not recognize is that we are creative on a daily basis, whether it's picking out what clothes to wear in the morning or stretching a tight budget at work. While these tasks may not normally be associated with creativity, there is a great deal of creativity involved in getting those jobs done.

While some people seem to be simply bursting with creativity, others find it a struggle to think outside the square. If you fall into the latter category, it is important to understand that boosting your creative and innovative abilities takes practice. Recognizing and honing your own creative potential is a process. That's what this two-day workshop is all about.

Target Audience:

This course is intended for all staff in the organization.

Course Objectives:

By the end of this course participants will be able to:
- Identify the difference between creativity and innovation
- Explain the importance of creativity and innovation in business
- Implement creative ideas

Course Outline:

Module 1: Differentiation between Creativity and Innovation?
- What is Creativity and Innovation?
- Individual Creativity
- Get Creative
- Developing the Right Environment for Creativity
- Creativity and Innovation in Business

Module 2: Problem-Solving and Creativity
- Creativity vs Problem-Solving Process?
- Defining the Problem

Module 3: Creativity in the Workplace
- Creative Techniques
- Encouraging Creativity In a Team

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Upon Successful Completion of this Course, participants will obtain:

1.3 CEUs

Course Language:

English

Prerequisites:

Intermediate level of English language proficiency