



**312-P24-VE**



**Virtual**



**14 hours**



**EGP 2730**

## 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 daily, 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?

#### Session One: Introduction to Creativity

- What is Creativity and Innovation?
- Individual Creativity
- Get Creative
- Assignment

#### Session Two: Applying Creativity in Business

- Developing the Right Environment for Creativity
- Creativity and Innovation in Business
- Assignment

### Module 2: Problem-Solving and Creativity

#### Session One: Creativity in Problem Solving

- Creativity vs Problem-Solving Process?
- Defining the Problem
- Assignment



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## **Module 3: Creativity in the Workplace**

### **Session One: Creativity Techniques**

- Creative Techniques
- Encouraging Creativity In A Team
- Assignment

### **Assessment Strategy:**

- 40 % Assignments between sessions
- 60 % Participation
- 60 % Cut off score of total grades which is "100".

### **Upon Successful Completion of this Course, participants will obtain:**

1.2 CEUs

### **Course Language:**

English

### **Prerequisites:**

Intermediate level of English language proficiency