

Creativity & Innovation Training Description

Introduction to Creativity

- How can you be innovative?
- What is the relationship between creativity and intelligence?
- What are the tenets of creativity?
- How to put yourself in a position where you can benefit most from the unexpected?
- How to be aware of issues on predicting the future based on the past and how does this relate to creativity and innovation?

Principles of Creativity

- Why do you need to separate idea generation from evaluation and what does it mean in practice?
- How to create as many ideas as possible in the shortest amount of time?
- What is *Confirmation Bias* and how does it relate to creativity?
- How to identify and avoid bad habits to increase the likelihood of coming up with novel ideas?
- How to expand the search space of possibilities systematically without getting drowned?
- How to avoid *patterned thinking*?
- How to avoid *negative thinking*?

Process of Creativity

- What are the 4 stages of creativity and how can they help you to come up with novel ideas quicker?
- What is *Expanding Problems Technique*?
- How to manage risk?
- What kind of attitudes can kill creativity and how to avoid them?

Creativity Techniques

- How to think in groups to use everyone's inputs efficiently?
- How to take advantage of random?
- How to use *opposites* to create a large number of associations and produce new concepts?
- How to take advantage of the immense visualization power of the brain and create many associations systematically and with ease?
- How to combine the power of matrices, opposites, tree diagrams, related keywords, etc. to systematically search the space of possibilities and generate new thought?
- How to ask questions from yourself or from others to increase the chances of coming up with better solutions?
- How to encourage others to look beyond the status quo using a systematic tool?
- How to use *provocation* and *challenge* to generate new ideas?

By the end of this course the delegates will be able to:

- Identify **principles of creativity**, innovation and **serendipity** to increase your productivity and imagination
- **Mind Map** to increase your creativity, memory and knowledge capturing productivity
- Approach creativity in a step-by step process and use **proven practices to increase your inventiveness**
- Use several techniques to quickly **create a large number of options** and **alternative solutions** to your problem using a systematic approach
- Use **lateral thinking techniques** and indirect approaches to increase your creativity
- Find the **root cause of problems** efficiently using a systematic approach
- Use the **Six Thinking Hats** technique to increase the efficiency of brainstorming sessions of any kind