

Creative Thinking and Innovation Techniques

Program Objectives:

By the end of the program, participants will be able to:

- Determine their potential for creativity and innovation.
- Apply creative thinking skills and methods in various personal or work-related situations.
- Practice thinking in non-conventional ways by thinking out of the box, using mind mapping, picture associations and other methods.
- Implement a variety of creative thinking strategies in the workplace.
- Create a pleasant work environment conducive to creativity for self and others.

This program is designed for:

Supervisors, managers, team and project leaders, and all individuals who need to adopt a more creative approach at work, whether to solve problems, initiate and introduce changes, or deal with organizational issues in non-conventional ways. The program will also benefit those who are interested in recognizing and enhancing their creative potential and their memory power.

Program Outline

Definition of Creativity

- Introduction: Creativity and Civilization
- Defining Invention, Innovation and Creativity
- Intelligence versus Creativity
- Some Theories of Creativity
- Creative People in Action
- Understanding the 2 Hemispheres of the Brain
- Right and Left
- Lateral Thinking
- Lateral Thinking in Action
- Applications of Lateral Thinking

Creativity as a Business Tool

- The Creative Thinker
- Constraints in the Workplace
- The Creative Manager
- Three Parts of Creativity
 - Motivation
 - Domain Expertise
 - Creative Ability
- Innovation and Organizational Culture
- The Creative Attitude
- The Creative Methods
- Ways of Overcoming Barriers
- Tips for the Workplace:
 - Developing a Culture of Creativity
 - Generating Ideas
 - Evaluating Ideas
- Critical Thinking
 - Critical Thinking Skills versus Creative Thinking

Exploring the Idea Generation Process

- Brainstorming
- The Six Thinking Hats
- De Bono's Four Thinking Styles

Creative Thinking Strategies

- Creativity Tools
- Scamper
- Picture Associations and Biotechniques
- Mind Mapping
- TRIZ
- Decision Making
 - Anatomy of a Problem
 - Barriers to Decision-Making
 - Steps in Creative Problem-Solving

The Power of Opposite Thinking

- Creative Rule of Thumb: The Interplay of Opposites
- Asking "What if?"
- Using Opposite Thinking