
Creativity and Innovation in the Workplace

We all have a mindset for innovative and creative thinking, but when processes have been in place for many years, introducing fresh ideas can be a struggle for many organizations. This popular training program presents the latest strategies for adopting a creative mindset and removing barriers to innovation. This program encourages learners at all levels in their careers to open their minds to innovative and creative thinking, which can lead to fresh ideas, new product development and solutions to long-standing problems.

Module 1

Creativity and Insight Meet Motivation

- ✔ Describe what creativity is and how to begin thinking creatively
- ✔ Define innovation and the components necessary for successful innovation to occur
- ✔ Recognize how creativity and innovation work together to generate a new service, good or process that adds value

Module 2

Developing a Creative Mindset

- ✔ Discuss the importance of curiosity and its role in developing a creative mindset
- ✔ Identify convergent and divergent thinkers and their roles in creativity and innovation
- ✔ Illustrate the effect of functional fixedness on the creative mind

Module 3

Overcoming Barriers to Creativity

- ✔ Identify how the absence of psychological safety within a team can inhibit the generation of new ideas and taking risks
- ✔ Describe the concept of failing fast and how failure is imperative to the creative process
- ✔ Explain how everyone can be creative and why it is important to innovate

Module 4

Creative Tools That Produce Innovative Ideas

- ✔ Define how to use the Socratic Questioning method
- ✔ Discuss how to utilize the brainstorming process and in all settings
- ✔ Describe how to use storyboarding to generate innovative and creative ideas

Module 5

Refining Your Innovative Ideas

- ✔ Explain how candor, collaboration, learning and knowledge are the keys to successful refinement of innovative ideas and initiatives
- ✔ Outline the actions required to successfully implement and test an idea
- ✔ Discuss what to do after an innovation has been implemented

Module 6

Sustaining a Creative Mindset and Innovative Culture

- ✔ Identify ways to practice creativity and innovation in everyday work tasks
- ✔ Discuss how to be resilient when creative and innovative endeavors fail
- ✔ Define how to grow and sustain an innovation culture across an organization

