



Creative Thinking and Innovation

Summary

Creative Thinking and Innovation is for anyone - for people who think they are naturally creative; for people who think they aren't; for people responsible for creativity or innovation at work; for people who have a specific project, insight or need; or for people who just want to try it!

½ to 1 day course*

Objectives

- Acquire new knowledge
- Acquire easy creative thinking and problem solving tools
- Build confidence
- Be inspired
- Have fun
- Focus on some genuine briefs

Content

- Definition of Creativity v Innovation
- The process of Innovation in the world of work
- The culture of Innovation in the world of work
- Basic Psychology – how the mind works
- Idea Generating:
 1. rules
 2. practices
 3. principles
 4. physical environment
 5. people
 6. facilitation
 7. tips
- Creative Thinking tools and practical sessions
- Problem-solving tools and practical sessions
- Review and action points

**The ½ day workshop mainly focuses on Creative Thinking Tools and demonstrates how the tools work by using real or example briefs*

"Got really good feedback – people really enjoyed it and felt it was a great session, and am really pleased with how it went and the outputs etc., so thank you!

Definitely think you were just what we needed! Hopefully we or colleagues can work with you again on other stuff that comes up."

Business Development Manager, CRUK