Creative Thinking and Innovation

Course Description:

To take full advantage of the fast pace of technological change and opportunity, professionals must constantly seek new and innovative solutions to the challenges facing their organizations. This workshop is designed to provide the skills that they'll need to accomplish this. Creative thinking will improve the professional's ability to recognize opportunities for improved performance, to choose from a wide variety of resources to offer the best solution to the organization. Lastly, participants will learn to identify and eliminate those psychological and personal barriers that block full use of creative potential.

Course Objectives:

Upon the successful completion of this course, participants will be able to:

1. Explain the difference between convergent and divergent thinking
2. Provide proof that creative thinking is a skill that can be taught
3. Use the following methods to generate and evaluate ideas:
4. Brainstorming
5. Striker's "Morphology"
6. Affinity Diagramming
7. Mind Mapiing
8. Discussion 66
9. Delphi Technique
10. Paired Comparison
11. Weighted Decision Model
12. Plan and lead an ideation session
13. Develop an action plan designed to overcome their barriers to creative thinking
14. Develop an 'action plan' to enhance their creative thinking ability

Length:

2 Days