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PHOENIX TS

Creative Thinking And Innovation Training

Course Overview

Our 1-day, instructor-led Creative Thinking And Innovation Training course is designed to teach participants to practice and hone their creative skills. This training will address:

- Recognizing your own creativity
- Develop their own creative environment
- Explain the importance of creative and innovation in business
- Applying problem-solving steps and tools
- Using individual and group techniques to help generate creative ideas
- Implement creative ideas

There are no prerequisites for this course.

Course Objectives

- Recognize their own creativity
- Develop their own creative environment
- Explain the importance of creativity and innovation in business
- Apply problem-solving steps and tools
- Use individual and group techniques to help generate creative ideas
- Implement creative ideas

Course Outline

Overview

What is Creativity and Innovation

- Creativity and innovation: a breakdown
- Know your creative potential

Individual Creativity

- Know yourself
- Boost your creative juices

Get Creative

Developing the Right Environment for Creativity

- What does a creative environment look like?
- Build your creative environment

Creativity and Innovation in Business

- The role of creativity and innovation in business
- The birth of the Four Seasons: a case study

Where Does Creativity Fit Into the Problem-Solving Process

- Problem solving models
- Phase one
- Phase two
- Phase three

Defining the Problem

- Problem identification
- Eight essentials to defining a problem
- Tying it all together
- Power of Eight

Creative Techniques

- RAP model
- Shoe Swap technique
- Walk a mile

- Mind mapping
- Metaphors and analogies
- Making metaphors
- Situation/solution reversal
- Reverse it to solve it

Encouraging Creativity in a Team

- Brainstorming
- Rolestorming
- Acting it out
- The Stepladder Technique
- Brainwriting
- The Slip Writing technique

Putting it all Together

- Nancy Clue and the case of the software upgrade
- Create ideas and choose your solution

Starting at **\$1,495**

ATTENTION

For GSA pricing or Contractor quotes call
[240.667.7757](tel:240.667.7757)



Price Match Guarantee

We'll match any competitor's price quote. Call us at 240-667-7757.

Included in this **Creative Thinking And Innovation Training**

- 2 days instructor-led training
- Creative Thinking And Innovation Training training book
- Notepad, pen and highlighter
- Variety of bagels, fruits, doughnuts and cereal available at the start of class*
- Tea, coffee and soda available throughout the day*
- Freshly baked cookies every afternoon*