CREATIVITY AND INNOVATION

For all situations, from big breakthroughs to marginal gains

OVERVIEW

In an era of rapid change, organisations need their staff to be creative and innovative. This isn't just a matter of what we do but of how we do it – creativity is just as much a feature of 'boring' management process flows as 'exciting' product development.

This means creativity and innovation aren't simply nice-to-have skills – they're essential for success at every level in every organisation.

While some people seem 'naturally' creative, in reality innovative thinking can be developed by anyone.

This workshop provides a great introduction to the creative process. You'll learn how to challenge existing thinking and generate new ideas – and how to make sure the best of them are captured and implemented.

See overleaf for the full outline

CREATIVITY & INNOVATION

Watch the clip at:

www.tinyurl.com/create-inn-MP

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WHAT'S IN IT FOR YOU?

- Discover techniques to create new ways of thinking
- Understand how the brain shapes our approaches to creativity and innovation
- Learn some creative techniques for generating new and innovative ideas
- Develop your work through 1% improvements and marginal gains
- Know how to help foster a culture of creativity and innovation
- Be able to take an agile approach to implementing ideas
- Boost your confidence in your creative abilities

WORKSHOP OUTLINE

(Full-day version, 9.30 – 5.00)

1 The brain, creativity and innovation
- What is creativity? What is innovation?
- How the brain works – left and right brain thinking
- What neuroscience tells us about how our brains 'do' creativity
- Freeing yourself from a totally 'rational' approach
- Understanding the difference between convergent and divergent thinking

2 Challenging the status quo
- The danger of 'playing it safe'
- Understanding how challenging the status quo gives you and your organisation a competitive advantage
- How the 'disruptors' succeed
- How to develop a creativity and innovation mindset

3 Let's get creative
- 'Killer' brainstorming techniques that are truly effective
- When to use different strategies and approaches
- How to overcome blocks and unleash your imagination – what are your blockers?
- Mind-mapping as a way of connecting ideas and concepts
- Activities to practise using different techniques

4 The Disney strategy
- A structured strategy for creativity
  - Dreamers
  - Realists
  - Spoilers

5 Lateral thinking and creativity techniques
- The difference between vertical and lateral approaches to creativity and innovation
- Simple models and processes to significantly enhance your ability to come up with new ideas and solutions to problems
- Rapid prototyping – a testing and feedback system for creating solutions to any problem
  - Immersion
  - Insights
  - Strategy
  - Design

6 Using creativity to solve real business issues
- What problems / opportunities do you have?
- Uncovering the root problem

7 Creating a culture of creativity and innovation
- How to foster a creative working environment
- Encouraging 1% improvements and innovation through marginal gains
- The concept of Kai-zen and how this can be applied in any role, anywhere in the organisation
- What to do when ideas dry up
- How to make sure the output is captured and implemented
- Creating a plan to execute and monitor innovations

8 Actions and next steps
- Review
- Personal action planning
- Next steps

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