

## Innovation & Creativity for Managers

**Length:** 1 Day

**Summary:** Businesses are constantly looking for innovative ideas that will put them one step ahead of their competitors. In order to arrive at a truly new idea, a team leader or manager must understand how to manage the innovation process. This course offers effective managerial strategies that address the organizational aspects of managing a creative team, supporting that creativity, moving an idea to implementation, and troubleshooting ideas to help guide a team through the innovation process.

**Course Objective:** You will identify how a creative team works and what your role is as team leader. You will explore how to lead a creative team from idea to implementation and how to troubleshoot problems in the innovative process.

**Target Student:** Any manager or team leader who wants to guide a team of creative individuals to maximum productive innovation

**Performance-Based Objectives:** Upon successful completion of this course, students will be able to:

- Manage the creative environment.
- Examine the process of moving from idea to implementation

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## COURSE CONTENT

### 1: MANAGING THE CREATIVE ENVIRONMENT

- Support Creativity
- Manage a Creative Team
- Troubleshoot the Creative Environment

### 2: CREATIVE THINKING BASICS

- Creative thinking
- The creative process
- Personal creativity
- Creativity in organizations
- Fostering a creative environment
- Promoting team creativity

### 3: MOVING FROM IDEA TO IMPLEMENTATION

- Choose the Best Project for Implementation
- Refine Ideas
- Decide to Implement or Abandon an Idea
- Troubleshoot During the Implementation Phase