Innovation & Creativity: Turning Ideas into Action

Length: 1 Day

Summary: In this course, clients will expand their thinking from "what is" to "what if," in order to develop strategies and practices that promote innovation. Blending information with activities and exercises, participants will roll up their sleeves and begin the process of innovative thinking and finding creative solutions and opportunities to move their organization forward.

Innovation and creativity can transform organizations, create new methods for solving problems, and add small improvements to existing solutions. Organizations that value innovation realize that standing still is falling behind; what works today may not work tomorrow, and what works next week may not work a year from now. This course focuses on innovation and tools for driving ingenuity and improvement. The course looks at conditions that must exist for innovation to occur, the importance of confirming and validating perceptions, the value of looking at an environment through multiple lenses, tools for thinking deliberately, creativity and ideation exercises, and methods for evaluating and implementing new ideas.

At the end of this course, attendees will have learned how to:

- Recognize roadblocks that impede innovation
- How to create a culture to celebrate creativity
- Understand the need for disciplined thinking to discover good ideas
- Apply various innovative thinking techniques to business problems
- Evaluate ideas methodically

COURSE CONTENT

1: INNOVATION AND CREATIVITY

- Innovative Thinking vs. Creating Thinking
- Innovation does NOT equal invention, don't feel like you need to re-create the wheel
- Why it's important in an organizational setting
- Skills that can assist in Innovative Thinking
- How Innovative Thinking works
- How to use Innovative Thinking

2: IT MAY BE A SKILL THAT NEEDS DEVELOPMENT

- Not everyone is born to think Innovatively
- What to avoid when trying to be an Innovative Thinker

3: BARRIERS TO THINKING "OUTSIDE THE BOX"

- Be able to identify and focus on the facts before making important decisions
- Gain perspective by looking inward
- Be open to idea-sharing

4: INNOVATION AND CREATIVITY PROCESS

- Define objectives
- Create a culture to celebrate creativity and innovation
- Use lateral thinking
- Implement new ideas early in the process, change/expand as necessary
- Evaluate and monitor progress

5. BUILDING IDEAS ON A VISION FOR THE FUTURE

- Crafting A Solid Vision
- Accountability And Responsibility

6. FOCUS FORWARD

- How To Go From Here To There