

PRACTICAL WORKPLACE



CREATIVITY
From
Inspiration
to Innovation

CREATIVITY & INNOVATION

PROGRAM OBJECTIVES & OVERVIEW

Practical Workplace Creativity & Innovation is a practical, interactive and discovery based program designed to inspire your staff to think differently and unleash their creative talent. Thinking tools are employed to challenge their assumptions and perceptions to help them achieve breakthrough thinking in problem solving. The program provides practical techniques to achieve creative-innovation at the workplace.

Course Outcome:

At the end of the session, participants will be able to :

- Appreciate the Power and Benefits of Creativity
- Understand the Barriers that Keeps Us Creative
- Learn the 4 Laws of Creativity
- Distinguish the difference between Creativity and Innovation
- Learn the Left-Right Brain Problem Solving
- Learn Techniques for Ideas Generation
- Learn Techniques for Ideas Evaluation & Selection

DAY 1 - Creativity - Mindset & Skills

Module 1: Understanding Creativity

- Introduction to the Different Thinking Styles
- Barriers to Creative Thinking
- Loke's Balloonology - Appreciating the Value of Creativity
- Creativity vs. Artistry

Module 2: The 4 Climates of Creativity

- Breaking the Psychological Barrier
- The Power of Imagination
- Pattern Breaking with Lateral /Out of Box Thinking
- Creative Thinking Simulation - A Better Mousetrap

Facilitator
K W Loke

DAY 2 - Innovation - Practical Application

Module 3: The 4 Steps of Creative-Innovation

- Creativity vs. Innovation
- Thinking Styles Profiling
- Creative Innovation Problem Solving Process Intro - The Storyboard
- Techniques to Stimulate the Mind
- Techniques for Ideas Generation - Cross Brainstorming & Analogy

Module 4: Evaluation and Selection

- Techniques for Ideas Evaluation & Selection
- The Decision Making Matrix
- Practical Creative Innovation Simulation
- Innovation Simulation

Duration : 2 days