

COURSE OVERVIEW

Sparking Innovation and Creativity

OVERVIEW

Break through the mental blocks and self-defeating habits that keep you from developing fresh ideas. This course offers dozens of strategies and techniques to help you harness the power of innovative thinking. You'll find solutions to long-standing problems and enhance your own and others' ability to think more clearly and make better decisions.

Become a creativity catalyst and step outside the boundaries of traditional thinking to get results.

LEARNING OBJECTIVES

- Generate ideas when you need them
- Overcome the negative thinking habits and beliefs that stifle creativity
- Discover and take advantage of the opportunity lurking in every problem
- Recognize and avoid the most common thinking traps
- Think more clearly, quickly and with greater focus
- Stimulate innovative thinking and problem solving in others
- Build and modify ideas so they are the most powerful and innovative
- Gain acceptance for ideas and overcome fear of change

COURSE HIGHLIGHTS

Where new ideas come from

- What innovative thought really is and the keys to unlocking it and putting its power to work for you
- Foster a creative and innovative workplace environment
- The steps in the creative process that give your ideas meaning
- Critical phases in the development of every idea and the role your thinking style plays in the process
- The characteristics of innovative thinkers and what you can do to develop them in yourself and others
- The "Triple H" model of innovation: Ingredients necessary for seeing every new idea through, from conception to implementation

How your thinking habits inhibit your effectiveness and affect results

- What your thinking style says about the way you make decisions and solve problems and how it affects your overall effectiveness and success
- Tuning in to the signals that you're practicing "straight-line" thinking
- A tool for assessing your current "creative thinking quotient"
- How to make sure you're working on the real problem
- Traditional approaches to problem solving that signal trouble and how to avoid them

- Steps to effective problem solving embraced by America's most innovative and successful companies
- An overview of the most common decision-making styles

Overcoming negativity and other obstacles to an open mind

- Understanding how your perception of a problem or situation influences the way you think about it
- Change your mindset to see problems as opportunities
- Make your positive and negative emotions work for you to achieve successful results
- Turn "I can't" messages into action-producing "I can" statements
- Overcome mental blocks, self-defeating habits and other barriers that stifle innovation

Techniques for generating new ideas, solving problems and making decisions

- Mind mapping, clustering and other techniques for uncovering relationships and making associations
- Brainstorming to encourage free thinking and idea generation
- Develop a "What if?" perspective to change or improve entrenched organizational practices
- Proven exercises for pumping up your brain and breaking through thinking gridlocks

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- Innovative exercises and techniques that will jolt your habitual ways of thinking and challenge you to see problems in ways that reveal hidden solutions
- Techniques for stimulating innovative thinking in a group setting
- Storyboard to help solve your most complex problems
- Use lateral thinking to become receptive to new ways of exploring ideas
- Develop concentration skills to focus on the “creativity clues” and hone memory skills to rediscover things you didn’t think you knew
- The role your senses play in shaping your perceptions and your thinking
- Specific techniques and strategies the world’s most innovative companies use to brainstorm for new products and product improvements

Keeping your ideas focused and on target

- Stay focused and direct your creative efforts once you find you’re moving in the right direction
- Models of strategic thinking and how to decide which one to use for a particular problem-solving or decision-making situation
- Steps for making the best decision when you’re faced with several alternatives
- Use PMI thinking to judge the merit of an idea
- A simple tool for focusing your energy and evaluating which problem needs your immediate attention when several decisions must be made

Putting your ideas into action with successful results

- A straightforward plan for moving your idea from the thinking stage to successful reality
- Performing a “success analysis” and other techniques for weighing the risk involved in implementing a new idea
- Ask for and use feedback to fine-tune your ideas
- Be a catalyst for innovation in your workplace and teach others to think creatively
- Overcome resistance to change when selling your ideas to others
- Win allies, resolve conflicts and build a consensus for implementing your ideas

TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)