



Course Introduction:

New ideas can lead to programs, products and services which can provide a distinct competitive advantage over competitors. The workplace is usually so trapped in routines that it is hardly the place for creativity to thrive. But is that the case? The good news is that the answer is no! Throughout my long career in several companies big and small, we have seen many wonderful creative ideas being implemented in offices and factories. And this is precisely what we want to talk about! This is the place to share good ideas for the workplace.

Creativity is the process of generating new and useful ideas. Innovation is taking a new idea and putting to use. The critical role of the leader is to create the environment where creativity and innovation flourish, and where people's innate resistance to the changes that requires is successfully overcome.

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Several tools are available to be effectively used in the workplace and one of the most effective is Mind Mapping.

Tony Buzan highlights the importance of using both the left and the right side of our brain. The left brain is described as our technical or analytical brain and the right brain is our creative brain. By creating a list, the concepts in my creative right brain gets diverted through my left brain before it lands on the page, meaning the original message is getting lost in the method of expression.

This program will teach you and how to use them at your workplace.

Albert Einsten said: "Imagination is more important that Knowledge."

Course Objectives:

By the end of the program, participants will be able to:

- Set creativity and innovation in a strategic context
- Understand the drivers for a greater emphasis in business on creativity and innovation
- Identify the processes and activities which support creativity and innovation in organizations
- Identify the strategies, tools and techniques to improve levels of creativity and innovation
- Know how the process of change can block or enable employees at all levels to resist or embrace a greater emphasis on creativity and innovation
- Understand the crucial role and skills of the leader in creating an environment where creativity and innovation thrive.
- Learn the mind mapping techniques for implementation at workplace.
- Identify the different tools in creativity and its application

Who Should Attend?

Supervisors, Leaders and Managers who want to learn how to transform their organizations through the successful application of strategies to encourage greater levels of creativity and innovation using mind mapping tools available.

Course Outline:

Module 1: Setting the context

- What is currently happening in organizations?
- Why is there a need for change?
- What is creativity and innovation, and why are they important?
- The role of leadership in transforming organizations
- Understanding creativity and innovation in relation to your preferred behavioral style

Module 2: Developing Creativity and Innovation

- The role of organizational culture in determining levels of creativity and innovation
- How to develop a creative and innovative culture
- Why do so many people feel uncomfortable with the concept of creativity?
- Models of creative thinking

- Creativity as a Business Tool
- Understanding the creative process
- How do we think, and how should we think?
- The characteristics of creative people
- Understanding the 2 Hemispheres of the Brain
- Lateral Thinking
- Understanding Your Creativity Score
- Constraints and Barriers to Creative Thinking
- Ways for Overcoming Barriers
- Mental Blocks
- How to Develop Innovative Products and Services
- Critical Thinking versus Creative Thinking
- Group Activity- Organizing creative team and promote creativity.

Module 3: Creative problem solving & Tools

- Using SCAMPER to boost creativity
- Hands off' and 'hands on' techniques for developing creativity
- How to radically improve the SWOT analysis
- Other creative problem solving techniques
- Exploring Idea Generation Processes
- The Six Thinking Hats and its Applications
 - Six Action shoes
 - DO IT
- Creativity tools & Techniques
 - Type of Brainstorming
 - Mind Mapping
 - Concept Map
 - Thinking Maps
 - Idea Maps
 - Knowledge Maps
 - Decision Trees
 - Visual thinking
 - Process Documentation
- Group Activity and Case study

Module 4: Establishing a Creative Organizational Culture

- Understanding organizational change, and the steps to making it a success
- Motivating yourself to support a creative environment

- Motivating other people to embrace and support creativity and innovation
- The skills in giving and receiving feedback
- Why creativity fails, and how leaders can prevent this
- Using coaching techniques to support creativity and innovation
- Creativity and innovation as components in developing a learning organization

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

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Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session

12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

