MeTraining

Creative Thinking and Innovation:

the Key to Business Success

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The Global Voice of Quality

Overall Description:

This course is designed to help managers, project managers, supervisors, and anyone who has influence over the creation, adoption, and implementation of new products, services, and processes.

Course Objectives:

♦ Building a company culture that promotes innovation & creativity
♦ Think clearly, creatively, and originally even in times of crisis (COVID-19)
♦ Identifies ways to extend and apply innovative ideas to enhance business results.
♦ Identifies ways to streamline and improve established processes and procedures.
♦ Works beyond traditional boundaries; willing to take risks and explore ideas.
♦ Overcoming creative blocks and challenge existing approaches to workplace issues
♦ Provides the energy and drive to identify and implement new methods and improve-ments to meet business and customer expectations.
♦ Able to pioneer new creative ideas, adapt processes and create new solutions.
♦ Mastering creative ways to present your ideas confidently

Course Outline:

♦ Creating an environment for open innovation
♦ How the world's most innovative companies brainstorm
♦ Tools for Creative Thinking
♦ Lateral Thinking
♦ Mind Map for memory, creative thinking, and making decision
♦ How to set up open innovation procedures
♦ Using Technology to Enhance Creativity
♦ Develop a Culture of Creativity and Innovation
♦ Learning from Successful Companies
♦ The infinite power and potential of your mind
♦ Your amazing brain
♦ Left brain / right brain
♦ Note-making and note-taking
♦ Stimulating a creative frame of mind
♦ Obstacles to creativity and innovation

Who Should Attend?

Managers, team leaders, directors, project managers, supervisors, and all individuals who need to adopt a more creative approach in life or at work: whether to solve problems, come up with new initiatives, initiate and introduce changes, or deal with personal or organizational issues in non-conventional ways.

Course Methodology:

We utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This training course will be conducted as a highly interactive workshop session. A variety of training methodologies will be used Before and during the course whenever applicable. Some of these methods are gamification, online pre-post test, role plays, self-assessment instruments, group exercises & case studies.