

OUTLINE



Innovative Engineers in Petrochemicals Industry

Overall Description:

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

Course Objectives:

- Help induce creativity by featuring original content and fresh thinking.
- Develop an appreciation for creating a compelling innovation strategy.
- Assess their potential for creativity and innovation.
- Employ a variety of creative thinking strategies in the workplace,
- Practice the creative processes of engineering design and innovation.
- Contribute effectively to project team outcomes.
- Use individual and group techniques to help generate creative ideas.
- Create a pleasant work environment conducive to creativity for self and others.

Course Outline (Content):

- Innovation and Creativity
- Innovation within a Team of Engineers
- Professional Competencies
- Innovation in Practice
- Different approaches to sourcing external ideas
- Creativity in Action
- A range of Creativity Tools
- A range of Approaches for Gathering Deep Customer Insights.
- Bringing Ideas to Life
- Building an Innovative Organization



OUTLINE (Cont.)

Who Should Attend?

Engineers, team leaders, project managers, supervisors and anyone who has influence over the creation, adoption and implementation of new products, services and processes.

Competencies Covered:

- Innovation
- Analytical Thinking
- Problem and situation analysis

