

CREATIVITY & INNOVATION

DAYS OF TRAINING: 1

PREREQUISITES: None

CREATIVE THINKING BASICS

Creative thinking
Understanding creative thinking
Identifying characteristics of creative thinkers
The creative process
Increasing concentration
Discussing incubation and illumination
Evaluating and presenting an idea

PERSONAL CREATIVITY

Preparing to be creative
Preparing mentally
Preparing physically
Increasing creativity
Increasing creativity through experiences
Increasing creativity through innocence
Increasing creativity through intuition
Increasing creativity through adventure

CREATIVITY IN ORGANIZATIONS

Creative organizations
Identifying a creative organization
Building a creative workforce
Encouraging creativity in organizational situations
Understanding factors that suppress creativity
Using creativity
Generating ideas
Discussing creativity uses
Solving problems

FOSTERING A CREATIVE ENVIRONMENT

Employing creative individuals
Recruiting creative individuals
Retaining creative individuals
Maintaining a creative environment
Conducting a creativity audit
Interacting with creative people
Developing a creative culture

PROMOTING TEAM CREATIVITY

Organizing creative teams
Developing a creative team
Recognizing roles and responsibilities
Finding a creative rhythm
Conducting team sessions
Managing creative sessions

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Discussing creative roadblocks
Promoting and using creativity
Increasing team creativity
Solving problems by using team creativity

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