Course Overview:

Creativity is recognized as a key success driver for organizations and individuals. While some consider creativityan innate talent that one may or may not have, the modern prevalent thinking is that it is a skill which, given the right nurturing environment, can be developed and harnessed by anyonein any organization.

In this course we examine the conditions necessary to build such an environment. Through the use of examples from the worlds of business, art and science and with the practical application of tools such as brainstorming, mind mapping and others, we give participants the instruments they need to transform their life, their environment and their workplace.

Course Objective:

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

- Assesstheir potential for creativity and innovation
- Apply creative thinking skills and methods in work related or personal situations
- Practice thinking in non-conventional ways by thinking out of the box, using mind mapping, picture associations and other methods
- Employ a variety of creative thinking strategies in the workplace
- Create a pleasant work environment conducive to creativity for self and others

Course Outline:

Definition Of Creativity

- Introduction: creativity and civilization
- Defining invention, innovation and creativity
- Intelligence versus creativity
- Some theories of creativity
- Creative people in action
- Understanding the 2 hemispheres of the brain
- Right and left
- Lateral thinking
- Lateral thinking in action
- Applications of lateral thinking

Creativity As A Business Tool

- The creative thinker
- Constraints in the workplace
- The creative manager
- Three parts of creativity: Motivation ,Domain expertise ,Creative ability
- Innovation and organizational culture
- The creative attitude
- The creative methods
- Ways of overcoming barriers
- Tips for the workplace: Developing a culture of creativity ,Exploring problem areas ,Generating ideas ,Evaluating ideas
- Critical thinking: Critical thinking skills versus creative thinking ,Ancient Greece

Exploring The Idea Generation Process

- The Brainstorming Technique

Training Language:

English-Arabic

Training Methodology:

This course uses a mix of interactive techniques which, in addition to brief presentations by the consultant, include self awareness tests, exercises using newly learned creative techniques, games, lateral thinking exercises and puzzles, casestudies, and video clips with extensive debriefs

- The six thinking hats
- De Bono's four thinking styles

Creative Thinking Strategies

- Creativity tools
- Scamper technique
- Synectics technique
- Picture associations and biotechniques
- Mind mapping
- TRIZ
- Decision making: Anatomy of a problem ,Barriers to decision making ,Steps in creative problem solving

The Power Of Opposite Thinking

- Creative rule of thumb: the interplay of opposites
- Asking 'what if'
- Using opposite thinking

Who Should Attend:

Supervisors, managers, team and project leaders, and all individuals who need to adopt a more creative approach in life orat 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. The course will also benefit anyone interested in recognizing and developing their own or a group's creative potential.