

Course Overview:

Successful organizations recognize that innovation and creative solutions to problems significantly enhance business potential. Today's decision makers must employ a variety of thinking styles, methodologies and creative processes to achieve competitive advantage.

In this course, you develop your skills as a innovation and creative solver. You learn to leverage your personal thinking preferences using tools and techniques based on cutting-edge technologies.

Course Objective:

- Make better decisions through creativity and innovation
- Adapt to different thinking styles in group and team environments
- Foster an innovative environment in your workplace
- Recognize and remove barriers to individual and group creativity
- Systematically analyze a target problem
- Present your ideas clearly and concisely for maximum stakeholder buy-in
- Transform your creativity into practical business solutions

Course Outline:

- Innovative And Creative Thinking
- Definition Of Creativity And Innovation
- Theoretical Aspects Of Innovation And Creativity
- Human Mind And The Different Types Of Thinking
- The Creative Process
- Characteristics Of Creative Work
- Characteristics Of Creative And Innovative People
- Steps In The Creative Process
- Creative Strategies
- Barriers To Creativity And Innovation
- The Role Of Organization In Enhancing Creative And Innovative Thinking

Who Should Attend:

This course is valuable for anyone who makes decisions , thinking, and innovation at any level of the organization.

Training Language:

EN / AR

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation