

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 critical thinker and problem solver. You learn to leverage your personal thinking preferences using tools and techniques based on cutting-edge technologies.

Course Objective:

- Make better decisions through critical thinking 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 at any level of the organization.

Training Language:

English-Arabic

Training Methodology:

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