



Creative Thinking and Innovation

Select Your Learning Style

Facilitator-led 2 Day Program (Classroom)

OR

eLearning format (Self-paced)

Please refer to Pricing Page for cost per participant

Creative thinking and innovation are vital components in both our personal and professional lives. However, many people feel as though they are lacking in creativity. What most of us do not recognize is that we are creative on a daily basis, whether it's picking out what clothes to wear in the morning or stretching a tight budget at work. While these tasks may not normally be associated with creativity, there is a great deal of creativity involved to get those jobs done. While some people seem to be simply bursting with creativity, others find it a struggle to think outside the square. If you fall into the latter category, it is important to understand that boosting your creative and innovative abilities takes practice. Recognizing and honing your own creative potential is a process. That's what this program is all about.

What Will Participants Learn?

- ✓ How to identify the difference between creativity and innovation
- ✓ How to recognize their own creativity
- ✓ Ways to build their own creative environment
- ✓ The importance of creativity and innovation in business
- ✓ Problem solving steps and tools
- ✓ Individual and group techniques to help generate creative ideas
- ✓ How to implement creative ideas

What Topics are Covered?

- ✓ What is creativity and innovation?
- ✓ Individual creativity and how to get creative
- ✓ Developing the right environment for creativity
- ✓ Creativity and innovation in business
- ✓ Where does creativity fit into the problem-solving process?
- ✓ Defining the problem
- ✓ Creative techniques (RAP model, shoe swap, mind mapping, metaphors and analogies, situation/solution reversal)
- ✓ Encouraging creativity in a team (brainstorming, role storming, brain writing, stepladder, and slip writing)
- ✓ Putting it all together

What's Included in Your Learning Style?

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| ✓ Self-paced eLearning OR | ✓ Specialized course materials and resources |
| ✓ Interactive class environment – Facilitator-Led | ✓ Personalized certificate of completion |

Suite 203, Energy Square, 10109 – 106 Street, Edmonton, Alberta T5J 3L7

Phone 780.482.4490 Fax 780.488.4950

Email trainingwarehouse@microbusiness.ca Website www.trainingwarehouse.ca