



Living Mastery

 29 Mile Downe Manor, French Lane, Morningside, 2196

 +27 73 149 6414

 info@livingmastery.co.za

 www.livingmastery.co.za

Creative Thinking and Innovation

Duration: 2 days

Creative thinking and innovation are vital components in both our personal and professional lives. In fact, we are all creative to some degree, even in what appears to be the most basic decision processes such as what to wear and how to solve problems that crop up at work. Like any skill, creativity can be mastered and channelled towards specific goals with incredible results. Innovative organisations don't rely on geniuses to create the next best product or service. Instead, they work hard to create a creative and innovation-friendly environment that motivates their employees and helps to bring the best out of everyone.

Recognizing and harnessing your own creative potential is a process. In this course, you will learn how to unlock your creativity using tools and techniques that have been proven to increase the level of creativity in individuals and teams.

Learning outcomes:

After completing this course, you will be able to:

- Identify the difference between creativity and innovation
- Recognise & unlock your own creativity potential
- Build your own creative environment
- Explain the importance of creativity and innovation in business
- Apply problem-solving steps and tools
- Use individual and group techniques to generate creative ideas
- Implement creative ideas

Topics covered in the course:

Module 1: Introduction to Creativity & Innovation

- ❖ What is Creativity and Innovation?
- ❖ The difference between Creativity & Innovation
- ❖ Why study Creative Thinking & Innovation?
- ❖ The myths surrounding Creativity
- ❖ Positioning yourself to benefit from Creative Thinking & Innovation

Module 2: Principles and the Process of Creativity

- ❖ Principles of Creativity & Innovation
- ❖ The ins and outs of the creative process
- ❖ Habits for creative thinking: lessons from Thomas Edison
- ❖ Tips on how to improve your creative thinking

Module 3: Creativity Techniques & The Innovation Map

- ❖ Introduction to techniques and tools such as the 6 Hats Thinking Hats™, shoe swap, mind mapping, metaphors and analogies, visualization, situation/solution reversal, and using objects to inspire ideas.
- ❖ Techniques and Tools for team or group creative thinking
- ❖ From Creativity to Innovation
- ❖ How to use the Innovation Map as a framework to define Innovation Outcomes from the Creative process

Module 4: Applying Creative Thinking & Innovation to the Business Environment

- ❖ Developing the Right Environment for Creativity
- ❖ The business case for Creativity and Innovation in business
- ❖ Applying Creativity and Innovation into the Problem Solving Process?
- ❖ Encouraging Creativity in A Team

Module 5: Practical Application

- ❖ Complete a problem-solving case study applying the creative thinking principles, tools and techniques covered in the course