

DYNAMICS OF CREATIVITY & INNOVATION™

Introduction

Creative thinking is a process – a way of thinking – and we can each be creative. We can all learn to be more creative, give the training, the tools, the climate, the resources and the leadership, which can untap and motivate the release of our creative potential. That's what this program aims to achieve.

However, creativity alone may not be enough to enhance our organizational excellence. We need greater innovation. We need to be more serious about creativity and turn it into innovation. Innovation gives us the competitive edge. This programme addresses the issues, challenges, strategies and leadership skills we need to 'Think creatively', to use more of our 'whole brain' and help individuals, teams and organizations use creativity to drive innovation.

Workshop Contents

- Influence of Personality, Gender and Culture on Thinking and Learning
- How 'creative' thinking differs from other types of thinking
- Creativity defined
- Importance of creativity
- Creativity versus innovation: How they differ, yet are related
- The source of creativity: The brain
- Why some people are more naturally creative
- How we can each become more creative
- Factors that inhibit or block creativity
- The nature of ideas and the many ways to produce more ideas.
- Developing a climate, culture and environment for greater creativity & innovation
- Stimulate people to think more creatively, as individuals and in teams
- Leading and motivating creative teams
- Applied creative thinking as a value added component of organizational innovation, productivity and quality
- Personal Development Action Plan (PDAP)

Workshop Duration

This can be designed as a 1, 2 or more intensive 3 day workshop, subject to client's needs.

Learning Objectives

By the end of this program, participants will:

- Understand how personality, gender and culture influence thinking, emotional and learning styles.
- Recognize a range of different thinking styles and types related to this program.
- Understand the nature, importance and applications of creativity occurs
- Understand the creative thinking process versus Innovation
- Identify where and how in the brain, creativity works
- Understand why some people are naturally more creative
- Identify and recognize those factors that inhibit creative thinking
- Know how all people can become more creative, using a series of approaches.
- Be able to apply a range of techniques and skills to stimulate creative thinking
- Know how to create a climate and environment to nurture creativity in individuals, teams or organizations and to become more innovative
- Apply creative thinking to produce many new and different ideas, of which some can add value to life, work productivity and quality
- Develop an action plan to become more effective in creativity and innovation

Workshop Methodology

A key and unique feature of this workshop is that all participants will complete a personality traits survey form, resulting in a detailed personality profile. This will enable participant's to discover their own preferred cognitive and emotional styles, which in turn can strongly influence the dynamics of thinking and learning relating to this workshop .

Workshop design incorporates a variety of methods to both stimulate active learning and appeal to the mix of participants preferred learning styles. Building on participant personality profiles, a number of interactive exercises, games and group discussion help them to understand the different thinking skills needed. Where appropriate, selected multimedia, video or power point visuals augment a comprehensive manual of notes. The workbooks are professionally laid out, appealing to the learner and capturing key learning points and post

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