Creativity and Innovation Course

Duration: One day
Delegate No: Min 3, Max 12
Times: 09:30 - 16:30

Target Audience

• The creativity and innovation training course is designed to help individuals wanting to increase their creative thinking and as a result easily generate innovative ideas.

Course Aim

• This practical course will provide managers and specialists with a range of simple techniques that they can use to generate ideas and solve problems at work. Real life work problems and opportunities can be built into the day so that participants walk away from the day with some ideas and potential solutions.

Objectives

By the end of this one-day training course, the participants will have:

• An understanding of why some people are naturally creative, but also how everyone can develop their creativity.

• Knowledge of how to use a range of creative thinking tools and techniques to generate ideas and solve problems.

• The opportunity to apply the methods and tools to generate ideas for improving areas of their own work.

Creativity, as has been said, consists largely of rearranging what we know in order to find out what we do not know. Hence, to think creatively, we must be able to look afresh at what we normally take for granted.

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Course Outline (Morning Session)

09:30 Welcome and introduction
- Course objectives and outline for the day
- Domestic arrangements and style of programme
- Benefits of using a creative approach
- Facilitator presentation, participant personal introductions and ice breaker

10:00 Recognising the difference between creativity & innovation
- Understanding the cycle of innovation
- Facilitator presentation and group discussion

10:10 Breaking through thought patterns and assumptions
- Recognising left and right brain thinking
- Identifying how creative we are
- Individual exercise, group review and self assessment questionnaire

10:40 Enabling Creativity
- Simple techniques to develop creativity
- Identifying ways to further develop creative thinking
- Individual practical exercises and group review

11:00 Coffee

11:15 Methods and tools for generating ideas
- Brainstorming or blue sky thinking session
- Reverse brainstorming
- Sort cards or mind maps
- Sticky notes/Meta-planning technique
- When best to use each idea generation technique
- Facilitator technique demonstration with group plus learning review

12:30 Lunch

"Enjoyed the day - developed a way of harnessing creative thinking in a workable process."
Jennie Gambon,
Head of Business Services,
Association of Optometrists

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Course Outline (Afternoon Session)

13:15  Logical versus lateral thinking
      - Recognising the differences between lateral and logical thinking
      - Appreciating our strengths
      - Ice breaker exercise, short presentation, 'message in a bottle' exercise, review

14:15  Creative problem solving
      - Creative problem solving techniques
      - Using the problem checklist, "go wild" and 5 whys
      - Applying to work related problems
      - Facilitator demonstration of techniques, pairs or trios exercise

15:00  Tea

15:15  Applying the learning
      - Turning creative ideas into action
      - Small group practical problem solving sessions, group feedback and review

16:15  Next steps
      - Review of learning
      - Course feedback

16:30  Close

The training will be supported with:

- An optional participant pre course questionnaire and/or pre course reading.
- A colour printed workbook with tips, techniques and space for notes.

Client reviews

⭐⭐⭐⭐⭐ 4.7/5 stars from 30 reviews on Freeland and Google

“The course was a lot different than I thought it would be. I now have some great and simple tools to use day to day.”

Jenny Baines, Lombard Vehicle Management