



Creativity and Innovation

"Imagination is more important than knowledge. For while knowledge defines all we currently know and understand, imagination points to all we might yet discover and create." Albert Einstein

Overview

The recent significant progress in technology has increased our communication and reach and this has made the environment highly competitive. To survive in this competitive market, people need to do everything they can to stand out and win or risk falling to the bottom.

Innovative organisations don't rely on geniuses to create the next best product or service. Instead, they work hard to create an innovation-friendly environment that energises the staff and helps to bring the best out of everyone. This carefully designed course contains several step-by-step guides to teach learners how to increase their creativity.

Who this course is for

This course is intended for anyone who is looking to be more creative within their work as well as those charged with inspiring creativity, innovation and new thinking within their organisation.

Course outline

- Topic 1: Introduction to Creativity
- Topic 2: Principles of Creativity
- Topic 3: Process of Creativity
- Topic 4: Creativity Techniques

By the end of this course, learners should be able to:

- Identify principles of creativity, innovation and serendipity to increase their productivity and imagination
- Mind Map to increase their creativity, memory and knowledge capturing productivity
- Approach creativity in a step-by step process and use proven practices to increase their inventiveness
- Use several techniques to quickly create a large number of options and alternative solutions to their problem using a systematic approach
- Use lateral thinking techniques and indirect approaches to increase their creativity
- Find the root cause of problems efficiently using a systematic approach
 - Use the Six Thinking Hats technique to increase the efficiency of brainstorming sessions of any kind

√ Course Level	Short Course
√ Course Hours	8 hours
√ Course Standard Price	£85

Applies towards the following certificate(s) and award(s)

- Building Skills for Entrepreneurs
- Effective Managerial Skills Diploma
- Managerial Skills for Sales and Marketing Professional Diploma
- Youth Building Skills Diploma

