



Creative Thinking and Innovation

Theories abound about innovation and the brain, but one thing is clear - every man-made object on the planet started with a thought; an idea leading to greater expansion. One barrier to this process of creativity and innovation is not 'realising' the potential power of our brains. We have this wonderful natural 'computer' with its 100 billion cells, and yet, on average we only use 1 or 2 percent of its capacity. Why is that? One reason is that we are never really taught how to get the best out of our brain. We all of us have the capacity for genius, but it does require us to learn how to use our brains – to make a stronger connection with our subconscious and ask some searching questions.

The course will provide invaluable business and life skills of direct relevance to personal and business achievement. . It will equip you with the tools and techniques you need to make the innovative leaps that can enrich your life and those around you.

Expected Accomplishments

- Learn how from an early age we are 'conditioned' to be less creative, and how we can correct this
- Learn the theory of creative thought (De Bono) and how to engage our creativity more readily.
- Learn of the 8 (Some say 9!) intelligences model, and why it is the key to genius.
- Discover the path to the subconscious, and why it is here that our creative ability is determined.
- Understand Creativity models such as Guilford and Wallas
- Learn the importance of creating a 'refuge' or 'Think Tank' for generating creative ideas in business.
- Learn some of the 'risks' associated with creativity, and how we might mitigate them.
- Learn why the technique of BPR (Business Process Re-engineering) 'fosters' innovation
- How to use the F-1 model to creatively solve a problem
- Learn why there is a natural tendency for businesses to unwittingly undermine the creative process
- Understand the creative role in work teams, and how to recognise and nurture creative talent.
- Learn the meaning and value of 'synergy' in generating creative solutions

Course Outline

- The Brain- An owner's Manual.
- Creativity. What is it?
- Our amazing brain
 - Early years
 - The 'my-tel' Processor
 - Sensory Representation
 - Individual Assessment
 - Conscious and subconscious thought
 - The power of the subconscious
 - The creation of reality
- External Influences on Creativity
 - Early years
 - Environmental impact
 - School, Work
 - Social networks
- The 8 Intelligences Model





- Individual Assessment
- Right, Left, and Whole Brain Theory
 - Assessment
 - Understanding
 - Controversy
- Creativity Tools and Techniques
- Lateral thought (De Bono)
- Unconscious Competence
- CreativeState
 - Values & beliefs
 - Creating a creative ambiance
- Creativity Models
 - Wallas
 - Guilford

- The path to the creative mind (Ericson)
 - Preparing for the journey
 - What to take
 - What to do when you get there
 - The right language
 - Illustration: the Pendulum
- Creativity in Action
- AAA and Team Challenge 2
- Think tanks
- Creative teams
 - Synergy
- BPR and Innovation
 - Concept
 - Framework
 - Role of Technology
 - Risks
 - Case studies
- Creativity in Etisalat
- Team Presentations
- Alpha State Review (Ericsonian Induction)

Who can benefit

Those members of the organisation with responsibility for problem solving, generating new products and services, corporate strategy or who merely have a desire to unleash their creative potential.





Related Training

- Subconscious Influencing Skills
- 4th Dimension Management: Do twice as much in half the time.

Duration

2 days

Mode

A practical and interactive course. Participants will be presented with concepts and relate them directly to their personal circumstances and those of the organisation.

Prerequisites:

Experience of other courses in the group* is an advantage, though not essential. The Course stands on its own merits.

Course Code: COM-255

