



## Creative Thinking and Innovation Techniques

### Course objectives:

By the end of the course, participants will be able to:

- Assess their potential for creativity and innovation
- Discover how to apply creative thinking in work-related situations and foster organizational creativity enablers
- Apply several idea-generation tools while understanding obstacles to creativity
- Practice a variety of creative thinking strategies in the workplace by thinking outside the box, using SCAMPER, mind mapping, picture association, and other methods
- Examine the barriers to creative problem-solving and decision-making

### Course Outline:

#### Defining Invention, Innovation, and Creativity

- Creativity and civilization
- Invention, innovation, and creativity
- Pillars of creativity
- Creativity versus madness and intelligence
- Four types of intelligence
- Understanding the two hemispheres of the brain
- Lateral thinking and its applications

#### Creativity as a Business Tool

- Creative thinkers' traits

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Certificate No. 224576305341812



- Three enablers of creativity
- Factors influencing individual creativity in an organization
- Organizational barriers to innovation
- Building a creative organizational culture
- The cases of Google and 3M
- The five classical creative methods
- Critical thinking versus creative thinking

### Exploring the Idea Generation Process

- Brainstorming types
- Ten attitudes that kill creative ideas
- Mental barriers to creativity
- Thinking hats for creative problem solving
- The four thinking styles by Edward De Bono

### Creative Thinking Strategies

- Some “theories” of creativity
- Creativity tools
- SCAMPER
- Synectics
- Picture associations and biotechniques
- Mind mapping
- TRIZ
- The power of opposite thinking

### Barriers to Creative Problem-Solving and Decision-Making

- Stages in problem-solving and decision-making
- Anatomy of a problem
- Creative problem-solving steps



- Creative problem-solving tips

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