

Creative Thinking and Innovation

啟發創意思維與創新

MEDIUM : English / Cantonese COURSE CODE : CTI

Creative thinking and innovation are vital components in our professional working lives. However, many people regard as though they are lacking in creativity. In fact, most of us do not recognize is that we are creative on a daily basis, whether it's picking out what food to eat in the morning or stretching a tight budget at work. While these tasks may not normally be associated with creativity but there is a great deal of creativity involved to get those jobs done.

While some people seem to be simply bursting with creativity, others find it a struggle to think outside the box. If you fall into the latter category, it is important to understand that boosting your creative and innovative abilities takes practice. Recognizing and honing your own creative potential is a process. That's what this one-day workshop is all about.

After attending this program, participants will be able to :

1. Identify the difference between creativity and innovation
2. Recognize their own creativity
3. Build their own creative environment
4. Explain the importance of creativity and innovation in business
5. Apply problem-solving steps and tools
6. Use individual and group techniques to help generate creative ideas
7. Implement creative ideas

Methodology The course uses a mix of interactive techniques, presentation by consultant and participants, *group discussion and reflection, practice and case study.*

Target Audience Managers, supervisors and executives who want to develop their critical thinking and innovation ability in business environment.

Course Outline

1. What is Creativity and Innovation?

- define creativity and innovation and explore personal creative potential.

2. Individual Creativity

- Ways to increase individual creativity.

3. Get Creative

- Review the findings from *pre-assignment* and reflect on your own creative and innovative abilities.

4. Developing the Right Environment for Creativity

- How to build your own creative environment.

5. Creativity and Innovation in Business

- How creativity and innovation can have tangible business results.

6. Where Does Creativity Fit into the Problem Solving Process?

- The difference of a traditional problem-solving model and a creative problem solving model.

7. Defining the Problem

- Ways to define a problem, a crucial first step before problem solving can begin.

8. Creative Techniques

- RAP model, shoe swap, mind mapping, metaphors and analogies, situation/solution reversal, and using objects to inspire ideas.

9. Encouraging Creativity In A Team

- Team creativity techniques, including brainstorming, rolestorming, brainwriting, the stepladder technique, and the slip writing technique.

10. Putting It All Together

- Work on *business cases* to implement creative ideas.