

Generating Innovation & Creativity in Yourself and Others

For anyone to be successful in today's business world there is a requirement to continually innovate. This workshop will encourage the increased application of creative and innovative approaches to business situations by introducing effective tools and models.

Attendees will be able to:

- Understand why there is a need for creativity
- Identify their own creative style and approach
- Identify major influences on the use of creativity within organisations
- Identify sources of creativity
- Select and use tools to encourage creativity in problem solving, idea generation, and product development.
- Identify opportunities to encourage the use of creativity in business environments.
- Decide the correct method of communication

The programme is highly interactive, with a mixture of input, discussion, and a variety of group activities to provide opportunity to learn and practice some key skills and techniques.

Workshop duration: 2 days