

Innovation and Creativity in Business

Duration: 1 Day

Business is a constantly changing environment. What used to work often no longer does. Without change and growth businesses come under ever increasing threats from competition that gets ever smarter. The problem is how do you motivate the key players in your organisation to be more Innovative, to find new ways of doing business, to find better ways of solving problems, and to stop problems before they even occur.

This course is designed to show people how to 'Think Outside the Box' and be more Innovative and Creative in the way they approach situations; whether they are serious problems, New Product creation, or simple day to day activities. Its an old adage 'work smarter not harder', this course can show you how.

Course Objectives:

By the end of the session participants will have:-

- A clear understanding of what Innovation is and how to apply it.
- Completed several practical exercises using different techniques.
- An understanding of which techniques suit which problems.
- An understanding how to choose the smartest solution.

What is 'Innovation, Creativity and Thinking Outside the Box', and why should we use it?

- Gaining Business Advantage
- Saving Costs
- Improving Efficiencies
- Its Very Simple
- Its Very Fast
- Its Very Effective
- Its Fun

Who really is Innovative and Creative?

- Artists?
- Architects?
- Songwriters?
- Clerks?
- Salespeople?
- Managers?
- Children?
- Lunatics?

Why we are taught NOT to be creative.

- Stopping your brain from exploding!!
-Its just too complicated.(oh no its not!)
- Because its not part of my job!

Why Should we be Innovative

- Because problems just keep happening.
- Because the Competition is.
- Because 'Standing Still' is a slow death.
- Because we can.

Different Techniques for Different Problems

- Business Problems
- New Product Ideas
- Business Advantage
- Business Streamlining
- Everyday Ordinary Issues

Practical Exercises

- Practical exercises using the different techniques.
- Individual and team working activities.
- Really Stretching your Talents.

Generating a 'Shortlist' of Ideas

- These techniques generate so many ideas, choosing a shortlist can be an effort in itself
- Techniques to decide which ones to investigate further.

Continued.....



Selecting the 'Best' Idea for a given Problem

- Making Balanced Decisions
- Not 'Wasting' other ideas
- Picking the Idea with Greatest Impact and Easiest Implementation.

How to encourage your Company/Department be more Dynamic, Innovative, Creative, and exciting.

- When is the right time to be Innovative?
- Spreading the Word.
- What's in it for me?