

Creativity and Innovation for the Workplace

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no.	134-16
Duration	1.00 day(s) 6:00 hours ¹
Website link	https://pmctraining.com/training/creativity-and-innovation-for-the-workplace/

Improving Performance, Job Satisfaction and Engagement

“There is no such thing as creative and non-creative people, only people who use creativity and people who don’t” – Brene Brown

Creativity is innate in all of us; but too many people and organizations unknowingly hinder it from flourishing. Without creativity, it is impossible to develop an innovative organization that can deliver improved services and products and maintain sustainable competitive advantage.

And the stakes have never been higher. The world is in the early stages of a new era of disruptive innovation that promises to transform every workplace and sector of society. Adaption is the new normal, and creativity is the new literacy.

Explore how using creativity strategically can help you provide powerful solutions to problems and increase motivation, job satisfaction and engagement. Learn how creativity can be harnessed at an organizational level, and, with the right process in place, serve as an engine of innovation.

Please note: There is an online assessment to be completed in advance of this workshop. We ask that participants who register less than 48 hours before the session ensure they make time to complete their online assessment prior to workshop day.

Learning outcomes

By the end of this workshop, you will be able to:

- Define innovation and creativity, and identify the 4 components of creativity
- Recognize your own creativity
- Build your own creative environment
- Explain the importance of creativity and innovation in organizations
- Recognize elements that foster an innovative and creative work environment
- Use individual and group techniques to help generate creative ideas
- Implement creative ideas

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession’s governing body, as there is no universal approach.

Workshop topics

Introduction: Understanding Creativity

- Defining creativity
- The 4 P's
- The difference between creativity and innovation

Fostering Your Own Creativity

- Evaluating your own creative ability and potential with Your Thinking Profile; FOURSIGH Innovation Tools where you'll receive your personal FourSight™ Profile and gain insight into your preferred way of clarifying, generating, developing and implementing ideas and how you can innovate with others most effectively
- Eliminating obstacles to creativity
- Exercises and techniques to boost your creative juices

Creativity and Innovation at Work

- Why the workplace needs creativity
- Evaluate your workplace's creative approach and opportunities
- Elements that support a creative work environment
- Deliberate creativity at work: innovation teams and integrating creativity into the strategic plan

Problem-Solving Processes and Creative Techniques

- Where creativity fits into problem-solving
- Tools and techniques for the group and individual
- Hands-on practice with workplace scenarios

Making Ideas Tangible

- The definition of Creative Product
- Innovate! Applying the creative product
- It doesn't end there: The 5th P- Persuading others to adopt your creative ideas

Prerequisites

There are no prerequisites for this workshop.

Who should attend this course?

Anyone who wishes to foster and promote creativity and innovation in the workplace, or improve their own performance and job satisfaction by applying the creative process and techniques.