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View Full Course Details including Latest Schedule Online

PHOENIX TS

Creative Thinking And Innovation Training

BONUS! Cyber Phoenix Subscription Included: All Phoenix TS students receive complimentary ninety (90) day access to the Cyber Phoenix learning platform, which hosts hundreds of expert asynchronous training courses in Cybersecurity, IT, Soft Skills, and Management and more!

Course Overview

Our 1-day, instructor-led Creative Thinking And Innovation Training course is designed to teach participants to practice and hone their creative skills. This training will address:

- Recognizing your own creativity
- Develop their own creative environment
- Explain the importance of creative and innovation in business
- Applying problem-solving steps and tools
- Using individual and group techniques to help generate creative ideas
- Implement creative ideas

There are no prerequisites for this course.

Schedule

Currently, there are no public classes scheduled. Please contact a Phoenix TS Training Consultant to discuss hosting a private class at 301-258-8200.

Course Objectives

- Recognize their own creativity
- Develop their own creative environment
- Explain the importance of creativity and innovation in business
- Apply problem-solving steps and tools
- Use individual and group techniques to help generate creative ideas
- Implement creative ideas

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Course Outline

Overview

What is Creativity and Innovation

- Creativity and innovation: a breakdown
- Know your creative potential

Individual Creativity

- Know yourself
- Boost your creative juices

Get Creative

Developing the Right Environment for Creativity

- What does a creative environment look like?
- Build your creative environment

Creativity and Innovation in Business

- The role of creativity and innovation in business
- The birth of the Four Seasons: a case study

Where Does Creativity Fit Into the Problem-Solving Process

- Problem solving models
- Phase one
- Phase two
- Phase three

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Defining the Problem

- Problem identification
- Eight essentials to defining a problem
- Tying it all together
- Power of Eight

Creative Techniques

- RAP model
- Shoe Swap technique
- Walk a mile
- Mind mapping
- Metaphors and analogies
- Making metaphors
- Situation/solution reversal
- Reverse it to solve it

Encouraging Creativity in a Team

- Brainstorming
- Rolestorming
- Acting it out
- The Stepladder Technique
- Brainwriting
- The Slip Writing technique

Putting it all Together

- Nancy Clue and the case of the software upgrade
- Create ideas and choose your solution

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Starting at **$1,495**

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GSA

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We'll match any competitor's price quote. Call us at 240-667-7757.

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Included in this **Creative Thinking And Innovation Training**

- 2 days instructor-led training
- Creative Thinking And Innovation Training training book
- Notepad, pen and highlighter
- Variety of bagels, fruits, doughnuts and cereal available at the start of class*
- Tea, coffee and soda available throughout the day*
- Freshly baked cookies every afternoon*