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PHOENIX TS

Creative Thinking And Innovation Training

Due to Covid-19 safety restrictions PhoenixTS will temporarily be unable to provide food to our students who attend class at our Training Center; however, our Break Areas are **currently open** where students will find a constant supply of Coffee, Tea and Water. Students may bring their own lunch and snacks to eat in our breakrooms or at their seat in the classroom or eat out at one of the many nearby restaurants.

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.

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

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

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**

ATTENTION

For GSA pricing or Contractor quotes call
[240.667.7757](tel:240.667.7757)



Price Match Guarantee

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

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*