

# Creative Thinking and Innovation

BREAKTHROUGH  
IDEA INNOVATION  
CREATIVITY



**Leading Edge LEADERSHIP**

*making leadership easy*

## Creative Thinking and Innovation

### Course Summary

Would you like your employees to be more creative and innovative? They can be. When you apply creative thinking and innovation to every aspect of your business or organisation, you are able to have a sustainable competitive advantage and stay ahead of your competition.

This is a fast-paced, highly practical day with a very personal approach. Each delegate identifies their biggest workplace challenge and applies The Six-Step Creative Thinking Model to come up with the best solution for their identified challenge. Delegates use a range of simple, but very powerful creative and innovative techniques that can subsequently be used across all areas of their work.

*The feedback from this one-day course has been consistently outstanding.*

### Course Objectives

#### At the end of this course you will:

- be familiar with and able to apply The Six-Step Creative Thinking Model for solving your biggest workplace challenge.
- be able to succinctly define your challenge, diagnose the causes, come up with a range of solutions, select your best solution, get buy-in for your solution, and know how to monitor and evaluate your identified plan.
- develop a range of creative and innovative techniques to assess and solve your workplace challenge, including the Why/ Why technique, the Ideas Generation technique, the Effort-Impact Matrix, and the Four-Step Buy-In Model.
- understand the difference between creativity and innovation.
- know whether you are a left-brain thinker or a right-brain thinker.

### Course Content:

#### Session One

- The Six-Step Creative Thinking Model.
- Step 1 - Identifying and defining succinctly your workplace challenge.
- Step 2 - Diagnosing the causes/ root cause of your challenge.

#### Session Two

- Creativity v Innovation – what's the difference?
- Step 3 – Generating solutions; the Ideas Generation technique.
- Step 4 – Identifying your best solution; the Effort-Impact Matrix.

#### Session Three

- Are you a left-brain or a right-brain thinker?
- Step 5 - Implementing your plan and getting buy-in; The Four-Step Buy-In Model.
- Step 6 - Monitoring and evaluating – the only two questions you need to ask.

If you would like to talk to us about this or any other course you are more than welcome to get in touch via

telephone **01727 898 332** or email **info@leadingedgeleadership.com**

You can also visit us online **www.leadingedgeleadership.com**