



# ***Managing Creativity and Innovation in the Workplace***

## **Aims**

This 1 day course is designed to develop knowledge and understanding of creativity and innovation as required by a practising or potential first line manager.

## **Objectives**

*By the end of this course you will be able to*

- Use a technique to encourage creative ideas amongst team members
- Explain barriers to creative thinking and resistance to innovation within the team
- Explain how to gain the commitment of others in moving creative ideas forward
- Evaluate creative and innovative ideas and make reasoned recommendations to managers and others

## **Who Should Attend**

Any manager or supervisor who wants to bring out the creative and innovative side of their team.

## **Course Content**

- The importance of creativity and innovation for organisational success
- Auditing techniques to assess an organisation's ability to innovate
- A range of different techniques for encouraging creative ideas amongst team members (eg brainstorming, nominal group technique, TRIZ, SCAMPER, synectics, random juxtaposition)
- Barriers to creative thinking and resistance to innovation within organisations
- Methods of leading others in a creative ideas generation and assessment process
- Evaluation techniques to assist making reasoned recommendations to managers and others

## **Duration**

1 Day