

Fast Track to Creativity - The Art Creativity and Innovation Thinking

DURATION: 2 DAYS

TIME SCHEDULE

Time: 9:00am to 5:00pm

Lunch Break: 1:00pm to 2:00pm



INTRODUCTION

Whether you're in advertising, high finance, technology, or any other field, every big idea that has ever helped your industry was the result of creative thinking. Every solution to every real problem has come from a new idea. Every new product, service improvement, cost savings and efficiency idea has come from human creativeness. Every market-conquering, competition-smashing concept behind every advancement is the result of someone thinking of something that has not been thought of before.

The vital, urgent need for constant creative thinking is as pervasive in industry today as computer terminals and interminable meetings. To survive, to thrive in business in the twenty-first century you need to be a potent idea generator. Nevertheless, good ideas are wasted unless brought to market. That is why, the need for Innovation process is vital to give life to the ideas generated. Today, with the pace of change constantly increasing in business, there is always a need to maintain a competitive advantage.

BENEFITS

Upon completion of this program, participants will be able to:

- Understand and able to use the Systematic Inventive Approach In Innovation
- Learn how to do Innovation Market study
- Learn How to Scope The Idea Generation Process

- Learn How to Prepare & Cluster The Idea For Idea Generation
- Learn How to use various techniques in Provoking Ideas
- Learn How to conduct proper Brainstorming techniques
- Learn How to select and structure the Ideas
- Learn how to do prototyping to assist in Ramp-Up Process

KEY CONTENT

MODULE 1: UNDERSTANDING AND DEMYSTIFYING CREATIVITY AND INNOVATION

- The CREATIVE ENGINE Framework.
- The Untold secret of Creative Thinking – Turbo charge the result with Less Effort
- Dissecting the brain of a Creative Genius Organization.
- The Secret of “The Current Innovation Leaders”
- The GOLDEN RULE In Innovation
- The 5 Step Process In Innovation : **C.L.A.P.S.**

MODULE 2: IDEA EXPLORATION PHASE

- Scoping and Focusing the Innovation process.
- Identifying Value Proposition and determining Business Goals
- Conducting Market Study & Analysis
- Decoding The Market Needs

MODULE 3: IDEA CREATION PHASE

- Fragmenting The Ideas & creating Clusters
- Designing Trigger Cards To Assist In Brain Storming
- Blue Card Brainstorming Techniques
- Using SCAMPER To Provoke IDEAS
- Using Combinatory Table to design Concept

MODULE 4: TAKING IDEAS TO MARKET

- Streamlining and choosing the best ideas
- Structuring The Ideas
- Prototyping Methods
- Storyboarding Techniques
- Preparing for Ramp-Ups

AUDIENCE

This course is suitable for Executive and Managers above.

METHODOLOGY

This course is essentially participative and practical, emphasizing learning through experience, both from structured activities on the program e.g. role plays, group work, case studies and discussion from individual experience