

CREATIVE THINKING AND INNOVATION IN BUSINESS



DISCOVER

Companies and Organizations in the modern world compete on the level of innovation they bring to markets and processes and on the creative capabilities of their personnel. However, supporting creative thinking and innovation production in Business is not an easy process, as there are many problems and obstacles that create a resistance to anything new. Our Creative Thinking and Innovation in Business workshops are designed to inspire and facilitate creative thinking in teams. They also present approaches that foster innovation in an organization.

Our workshops present in depth, but in an easily understandable way the role of organizational culture in promoting creativity and innovation. They also help the participants develop skills that support creative thinking and offer tools that support team creativity.



AUDIENCE

- Managers
- Team Leaders
- Directors
- Project Managers
- Developers
- Communication and Marketing Executives
- Content Producers



BENEFITS

The participants are ready to improve their team's performance, enhance and stimulate creative thinking and unleash the creative potential in themselves and their teams:

- Understand how to turn ideas into innovation, new processes or products
- Remove individual and team roadblocks to generating ideas
- Explore cognitive techniques to stimulate creative thinking
- Understand the importance of creativity and innovation in business contexts
- Support problem solving, process improvement, product development and communication
- Explore the importance of organizational culture in innovation.

As the result of this program, the participants will cover different modules:

Module 1: What is Creativity and what is Innovation and how do these new ways of thinking help solve problems and improve situations within an organization?

Module 2: In which conditions can creativity be best developed and why are people often not creative in their working environment?

Module 3: Understand the importance of opening perspectives by asking questions: Practice the two techniques "Six universal questions" and the "5 Why's"

Module 4: Positive attitude, sense of humor and positive environment and its impact on creativity and innovation.