

Creativity and Innovation

Duration: 3 Days (24 Hours)

Day 1: Foundations of Creativity

1. Introduction to Creativity & Innovation

- Understanding Creativity vs. Innovation
- Importance in Business & Personal Growth
- Myths and Misconceptions
- Creative Mindset Assessment Activity

2. The Science of Creativity

- How the Brain Generates Ideas
- Divergent vs. Convergent Thinking
- Left Brain vs. Right Brain Concepts
- Barriers to Creative Thinking

3. Building a Creative Mindset

- Growth vs. Fixed Mindset
- Overcoming Fear of Failure
- Developing Curiosity & Observation Skills
- Psychological Safety in Teams

4. Creative Thinking Techniques – Part 1

- Brainstorming (Traditional & Modern Methods)
- SCAMPER Technique
- Mind Mapping
- Random Word Association

5. Group Activity & Reflection

- Practical Idea Generation Exercise
 - Debrief and Key Learnings
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Day 2: Tools and Techniques for Innovation

6. Structured Innovation Frameworks

- Design Thinking Overview
- The Innovation Process (Idea to Implementation)
- Lean Innovation Principles

7. Design Thinking Deep Dive

- Empathy & Problem Identification
- Defining the Right Problem
- Ideation Techniques
- Rapid Prototyping & Testing

8. Creative Thinking Techniques – Part 2

- Six Thinking Hats
- Lateral Thinking
- Reverse Thinking
- Analogical Thinking

9. Innovation in Organizations

- Types of Innovation (Product, Process, Business Model)
- Disruptive vs. Incremental Innovation
- Case Studies Discussion

10. Team Innovation Challenge

- Group Problem-Solving Activity
- Prototype Presentation
- Peer Feedback

Day 3: Applying Creativity in Real Work Environments

11. Turning Ideas into Action

- Evaluating & Prioritizing Ideas
- Risk Assessment & Feasibility Analysis
- Creating Innovation Roadmaps

12. Leadership & Innovation Culture

- Role of Leadership in Fostering Innovation
- Building Collaborative Teams
- Encouraging Experimentation

13. Overcoming Resistance to Change

- Change Management Basics
- Handling Criticism & Objections
- Stakeholder Engagement

14. Measuring Innovation Success

- KPIs for Innovation
- Continuous Improvement
- Learning from Failure

15. Final Innovation Project

- Group Presentation
 - Feedback & Evaluation
 - Action Planning for Workplace Application
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