

Igniting Creativity & Driving Innovation

An Experiential Workshop for Creative Confidence and Applied Innovation

3 Days • 8 Hours per Day • 24 Hours Total

Training Objectives

By the end of this program, participants will be able to:

- Understand what creativity and innovation really mean, and dispel common myths that hold people back
- Recognize and overcome personal and organizational barriers to creative thinking
- Apply a toolkit of practical ideation and problem-solving techniques (SCAMPER, mind mapping, lateral thinking, design thinking, and more)
- Shift from a fixed mindset to a growth-oriented, curiosity-driven way of working
- Generate, evaluate, and refine ideas systematically rather than waiting for inspiration
- Translate promising ideas into actionable, feasible innovations
- Contribute to a workplace culture that encourages experimentation, embraces failure as learning, and rewards initiative
- Pitch and champion ideas persuasively to stakeholders

Methodology

This is a highly interactive, hands-on program built on the principle that creativity is a skill that improves with practice, not a fixed talent. The learning approach blends:

Experiential learning — creativity challenges, games, and hands-on exercises

Group ideation labs — collaborative brainstorming and problem-solving sprints

Design thinking sprints — working real or simulated challenges end-to-end

Case discussions — examining how organizations innovate (and stumble)

Individual reflection — journaling, self-assessment, and personal action planning

Peer feedback & showcase — presenting and refining ideas with the group

Facilitated debriefs — connecting each activity back to workplace application

A recurring "live challenge" runs across all three days, so participants apply each new tool to a real problem they carry through to a final pitch.

DAY 1

Understanding Creativity & Unlocking the Creative Self

Module 1: Rethinking Creativity

- What creativity and innovation actually are (and how they differ)
- Common myths: "I'm just not a creative person," "innovation = invention," "creativity can't be learned"
- The creativity–innovation continuum: idea → value

Module 2: The Creative Mindset

- Fixed vs. growth mindset in creative work
- Curiosity, playfulness, and comfort with ambiguity
- Divergent vs. convergent thinking

Module 3: Barriers to Creativity

- Personal blocks: fear of failure, self-censorship, perfectionism, functional fixedness
- Organizational blocks: rigid processes, "we've always done it this way," risk aversion
- Strategies to unblock — individually and as a team

Module 4: Warming Up the Creative Muscle

- Creativity as a daily practice and habit
- Observation, question-storming, and reframing exercises
- Introducing the 3-day "live challenge"

DAY 2

Creative Thinking Tools & Structured Problem-Solving

Module 5: Ideation Techniques Toolkit

- Brainstorming done right (and where classic brainstorming fails)
- Brainwriting, mind mapping, and free association
- SCAMPER for adapting and improving existing ideas
- Reverse thinking and provocation

Module 6: Lateral & Alternative Thinking

- Breaking patterns and challenging assumptions
- Thinking from different perspectives and personas
- Analogies, metaphors, and cross-industry inspiration

Module 7: Introduction to Design Thinking

- The human-centered mindset: empathize, define, ideate, prototype, test
- Understanding the real problem before solving it

- Rapid prototyping and low-cost experimentation

Module 8: Design Thinking Sprint (Applied Lab)

- Working the live challenge through the design thinking stages
- Building a quick prototype or concept
- Peer feedback and iteration

DAY 3

From Ideas to Innovation & Making It Stick

Module 9: Evaluating & Selecting Ideas

- Moving from many ideas to the right ideas
- Simple evaluation frameworks (impact vs. effort, feasibility, desirability, viability)
- Avoiding premature judgment while staying practical

Module 10: Turning Ideas into Action

- From concept to workable plan
- Identifying resources, risks, and quick wins
- Piloting, testing, and learning fast

Module 11: Building a Culture of Innovation

- Psychological safety and permission to experiment
- Reframing failure as learning
- Encouraging and rewarding creative contribution in teams

Module 12: Pitching & Championing Your Idea

- Communicating ideas with clarity and conviction
- Storytelling to win stakeholder buy-in
- Final showcase: teams pitch their live-challenge solution

Wrap-Up: Personal Creativity Action Plan

- Individual commitments and habits to sustain creativity
- Building an ongoing personal and team practice
- Reflection, feedback, and close