

Developing Creative Ability

More than ever, creativity is essential in business. It is vital that organisations encourage their people to think outside of the box and challenge tradition to resolve old business problems and to create new opportunities. Of course coming up with fresh ideas is only the beginning; they then need to be further polished and refined, and all of this when the majority of us stop thinking about creativity when we put down our crayons as children.

Too many people believe the skill of being creative is something that some are born with and others are not. This course will help people to realise that creativity is a skill that can be learned, developed and applied.

With this realisation, being creative will make work-life more exciting, more stimulating and full of achievement. Without it there is only repetition and routine for both individual and organisation.

What will you learn?

- ⇒ The meaning of creativity in the workplace.
- ⇒ How to switch off auto-pilot and awaken inner creativity.
- ⇒ The importance of suspending judgement and greenhousing new ideas.
- ⇒ Learn about a range of creative thinking and problem solving techniques.
- ⇒ How to apply these techniques to real business challenges.

What will you cover?

- ⇒ Identify what creativity in the workplace looks like
- ⇒ Why do some of us stop flexing our creative muscle as we grow older
- ⇒ The 'creative thinking funnel' that we so often forget about
- ⇒ What does it take to be creative (and uncreative)
- ⇒ Which approach to creativity works best
- ⇒ Pinpoint personal creative preferences
- ⇒ Get creative with a range of techniques

Who is it for?

This development is for people at any level who want to be challenged to think differently about old and new workplace challenges and opportunities.

How long will it take?

Varies dependant on need (can be delivered in short modules to allow embedding, or larger blocks of time).