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## **College Africa Group – Creative Thinking and Innovation**

Creative thinking and innovation are vital components in both our personal and professional lives. However, many people feel as though they are lacking in creativity. What most of us do not recognise is that we are creative on a daily basis, whether it's picking out what clothes to wear in the morning or stretching a tight budget at work. While these tasks may not normally be associated with creativity, there is a great deal of creativity involved to get those jobs done.

While some people seem to be simply bursting with creativity, others find it a struggle to think outside the square. If you fall into the latter category, it is important to understand that boosting your creative and innovative abilities takes practice. Recognising and honing your own creative potential is a process. That's what this two-day workshop is all about.

This two-day workshop will teach participants how to:

- Identify the difference between creativity and innovation
- Recognise their own creativity
- Build their own creative environment
- Explain the importance of creativity and innovation in business
- Apply problem-solving steps and tools
- Use individual and group techniques to help generate creative ideas
- Implement creative ideas

### **What is Creativity and Innovation?**

To begin, participants will define creativity and innovation. They will also explore their creative potential.

### **Individual Creativity**

In this session, participants will look at how to increase their individual creativity.

### **Get Creative**

Next, participants will review their pre-assignment and reflect on their own creative and innovative abilities.

### **Developing the Right Environment for Creativity**

This session will give participants some ideas for building their own creative environment.

### **Creativity and Innovation in Business**

This session will show participants how creativity and innovation can have tangible business results.

### **Where Does Creativity Fit into the Problem Solving Process?**

Next, participants will learn about a traditional problem-solving model and a creative problem solving model.

## **Defining the Problem**

In this session, participants will learn some ways to define a problem, a crucial first step before problem solving can begin.

## **Creative Techniques**

Day Two of the workshop will begin at an in-depth look at some creative thinking techniques. Topics will include the RAP model, shoe swap, mind mapping, metaphors and analogies, situation/solution reversal, and using objects to inspire ideas.

## **Encouraging Creativity In A Team**

The afternoon of Day Two will focus on team creativity techniques, including brainstorming, rolestorming, brainwriting, the stepladder technique, and the slip writing technique.

## **Putting It All Together**

To cap off the workshop, participants will complete a problem-solving case study.

### **Contact**

**Arnold Muscat**

**Direct 083 778 4903**

**Email: [sales@collegeafricagroup.com](mailto:sales@collegeafricagroup.com)**

**[www.collegeafricagroup.com](http://www.collegeafricagroup.com)**

