

Creativity / Innovation

Overview:

Creativity and the ability to innovate are increasingly becoming critical requirements in our workplace. In an increasingly technology-driven work environment, the only human faculty which might remain unchallenged by machines is the ability to be creative. And that is the faculty that has to be nurtured fully in order to survive and thrive. To put it bluntly, **if today's workforce is to survive in the future, then creativity and the ability to innovate might be the most important criteria**, no matter whether the people concerned are engineers, doctors, managers, salespersons, or what have you.

Creativity and Innovation will show you ways by which you can enhance your creativity and help innovate at your work place. This workshop introduces the concept of creativity in the work place, the environment it thrives in, and the traits of highly creative people. Furthermore, it describes, in detail, the very process of creativity. While contesting the popular notion of creativity as a stray flash of inspiration or sheer chance, this course takes you through the four steps in the creative process:

Preparation, Incubation, Inspiration, and Verification.

Objectives:

Creative Environments and Creative People

- recognize the advantages of understanding the attributes of team size, creative environments, and creative people.
- list the reasons why a small team is more effective for creative ideation.
- identify the attributes of the physical environment that enhance creativity in the workplace.
- identify the factors that constitute the emotional environment of the workplace.
- identify the traits that creative people possess.

Process:

The Four-steps

- recognize the benefits of appreciating creativity as a four-step process.
- identify suitable ways of preparing for the creative process.
- identify ways of attaining a state of mind that facilitates the incubation of ideas.
- identify a suitable reaction to inspiration in the creative process.