Creativity & Innovation

1. Introduction to Creativity

   - Defining Creativity
   - Components and Types of Creativity
   - Creative Thinking
   - Barriers to Creativity
   - Need for Creativity for Management
   - Elements and Phases of Creativity
   - Creative Person, Personality, Characteristics
   - Cognitive Creative Skills
   - Creativity Enhancers and Factors of creative efficiency
   - Creative Process, Enhancers and Killers of creativity
   - Fostering creativity in Organizations
   - Management Style and Creativity

2. Introduction to Innovation

   - Defining Innovation
   - Innovation as a Process, effectiveness criteria.
   - Innovation Strategies
   - Principles of Innovation – Operating Principles of Innovation Era
   - Innovation Funnel
   - Innovation within Organization – Dual Approach

3. Conventional and Lateral Thinking

   - Define and usage examples of conventional thinking
   - Levels of Conventional thinking
   - Basics of Lateral thinking
   - Exercises

4. Measuring Creativity

   - Added dimensions to creativity – Process and Product
   - Fluency, Flexibility, Originality, Elaboration - Measures of creativity

- Parameters to Measure creativity
- Why measure Creativity, Concerns of measuring creativity
- Use of Creativity Measures
- Good creativity assessment – Data, Tools
- Motivation – Creativity Improvement tool

5. Six Thinking Hats – Edward De Bono

- Approach to creativity
- Mental Valleys – Model of thinking
- Morphological Matrix, Analysis
- Six different imaginary hats – Attributes and Framework
- Usage of six thinking hats – Benefits

6. Creativity Techniques

- Problem definition – Fact and conjecture
- Using right language for defining problems
- Perceptual, Emotional, Cultural, Expressive Blocks to Creativity
- Critical Thinking – CoRT

7. Innovation - Disruptive

1. Innovation Management and Tools
2. Importance of Innovation
3. Characteristics of successful innovating companies
4. Product, Process, Marketing, Organisational Innovation
5. Types and Classification of Innovation
6. Disruptive Innovation Model, Conditions of Success
7. Open Innovation – Model, Closed Innovation
8. Innovation Impulses and sources

8. Creativity in Workplace

1. Human Behaviour in Organisations
2. Examining Creativity in Workplace
3. Being Creative at work
4. Blocking Creativity at work

9. Creativity and Team work

- Need for Group Creativity, Environment
- Collaborative work
- Group Creativity, Dynamics, Failures