

## **CREATIVE THINKING & INNOVATION**

Participants will develop an understanding of the factors that contribute to individual and organisational creativity. The range of personal, social and motivational factors that play a role in fostering or inhibiting creativity are covered, as is the range techniques for used to generate novel ideas. This seminar places these factors in the context of practical creative problem-solving and equips managers with the knowledge and skills needed to maximise the ability of their organisations to generate effective, novel solutions to real problems.

### **Topics include:**

- The creative problem-solving process
- Non-cognitive factors and creativity
- Cognitive skills and creativity
- Managing for effective creativity
- A functional model of creativity
- Assessing creative ideas
- Blocks to creativity
- The benefits of creativity in businesses