

Creativity and Innovation Training – Module 09

Why creativity and Innovation training?

Our creativity training and innovation program works by asking people, to deliberately break the normal rules of planning, behavior, decision-making, just to mess up current patterns. By overturning, the predictable, new possibilities will emerge, including the absurd, the inappropriate, even the dangerous. The company may need to have various individuals or teams sharpen their creative capabilities to keep pace with your aspirations.

Creativity and Innovation

By focusing on creativity and innovation for individuals or teams (a great way to get people to bond and work better together), productivity increases, solutions to problems are found more easily, people's energy and enthusiasm are multiplied and people feel they have a greater stake in the company's success.

Course Objectives

- To introduce the concept of creative strategic thinking
- The effect of external and internal changes on strategy
- Step-by-step approach to creative strategy
- Drawing on familiar models
- Practical tools and techniques along the way
- To identify clear goals
- To provide a clear rationale for future strategy
- Motivating others to contribute to the process
- To practice executive tasks
- To reflect upon risk assessment
- Pre-emptive options and contingency plans

COURSE CONTENT

Defining Strategy

The day starts with a discussion on what a strategy is and a look at why it is a good idea to have one. Taking things a step further, we look at ways to successfully optimize or unconsciously undermine the best-laid plans.

Creative Strategic Thinking?

So where does the creativity bit come in? What is the difference between thinking strategically and creative strategic thinking? Without creativity, strategic thinking may translate into plans built from a series of predictable building blocks.

“Old” Thinking

Tried and tested ones can be synonymous with tired and tested ones. Naturally professional experience and perceptiveness counts for a great deal in planning and business strategy ironically those same strengths can also be weaknesses.

First Solutions

Our first solutions may very well be based on sound logic, previous experience or else upon empirical or selective evidence. Maybe there is also an argument that says such solutions may not always be our best. Rather, they just come easy or feel safest because they follow pre-existing models or patterns.

Patterns

Here we invite you to explore not only what your personal professional patterns might be, but also properly identify where they best serve you. In terms of thinking creatively, we will help you to acknowledge where you already flex your creative muscles and how. Really understanding where your instincts and habits have led you in the past means that you can check yourself in the future.

The Future

Often the biggest block to defining a vision for the future is being caught up in the Now. Reality checks firmly aside, this is where we invite you to break your thinking habits and take the lid off your creativity to imagine the ideal a bigger, better and brighter future. To really s-t-r-e-t-c-h their future vision to utopian proportions, we indulge ourselves to imagine what it would look and feel like to those who work and would benefit from this ideal.

Key Goal

Resisting the kneejerk, a further challenge is presented as we bring an element of competition to the proceedings well start the clock as we go back to reality to examine what else may be currently going on. This is another creative process, which we won't spill the beans on for now, but it will help you to clarify your key goals and why you may want, or indeed need, to achieve them.

Promising Possibilities

So we now know where we are heading and why, as well as being very clear about where we are starting from. To get off the starting blocks we need some innovative ideas to consider how to get close to the ideal future. In a fantasy world (our bespoke training studios) where everything is possible, fantasy solutions are invited. Again, beyond first methods, what else could secure the vision? From the sublime to the ridiculous, what could enable the company to get there?

Practical Planning

There are many ways of going about drawing up a plan. In this exercise, delegates will share useful ways they already know and we will throw a few of our own into the pot to help make your ideal a reality.

Quality Assurance

Just to make sure that the future is challenging enough we invite you to consider how you would measure your future success, as well as consider the milestones along the way.

Contingencies

Strategic thinkers will anticipate sod's law that despite your best-laid plans things can go wrong; things may go pear-shaped. Anticipating the worst is useful in terms of promoting your chances of success may sound like a contradiction in terms, but here we consider everything that could get in the way of your next creative strategy. As well as thinking about what pre-emptive strategies and what contingencies we may want to have in place, we will lay down our final challenge to try to cover all bases. Inviting solutions from those whose style is different to your own, you can also cross-check your own creative stretchiness key to informing your next developmental steps as a Creative Strategist.