

HUMAN SKILLS COURSE OVERVIEW

Course Category:
Improve Performance

Course Name:
Creativity and
Innovation: *Unlock
Creative Potential for
Breakthrough Ideas*



COURSE DURATION: 2 Days

Gauteng

3rd Floor, 34 Whiteley Road,
Melrose Arch
Johannesburg
2196

Gauteng

192 on Bram
192 Bram Fischer Drive
Ferndale, Randburg
Johannesburg
2160

Cape Town

3rd Floor, Thomas Pattullo Building
19 Jan Smuts St
Cape Town
8000

Durban

9 Mountview Close
Broadlands
Mount Edgecombe
Durban
4302

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COURSE OVERVIEW

This course is essential for anyone looking to enhance their creative thinking and innovation skills in today's fast-paced and competitive environment. Participants will be provided with the knowledge, inspiration, and hands-on experience to think differently and achieve breakthrough results.

DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
- Virtual instructor-led training
- Nationally on-site at the client

COURSE OBJECTIVES

This **two-day course** will provide participants with a diverse toolkit of creative techniques and strategies. It's not just about learning to generate ideas; it's about transforming those ideas into tangible, impactful solutions.



IMPACTFUL
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COURSE OUTLINE

Module 1: Introduction to creativity and innovation

- Overview of course objectives
- Understanding creativity and innovation
- Historical perspectives and contemporary approaches

Module 2: The Creative Mindset

- Cultivating a creative mindset
- Overcoming mental barriers to creativity
- Case studies of creative successes

Module 3: Creative thinking Techniques

- Brainstorming and mind mapping
- SCAMPER, Six Thinking Hats, and other tools
- Practical exercises

Module 4: Innovation and idea generation

- Sources of innovation
- Techniques for generating breakthrough ideas
- Evaluating and refining ideas

Module 5: Creativity in teams and organisations

- Fostering a creative culture in teams
- Collaborative creativity techniques
- Managing diverse ideas

Module 6: Overcome creative blocks

- Identify and overcoming creative blocks
- Strategies for maintaining creative flow
- Deal with criticism and rejection (Imposter syndrome)

Module 7: Innovation strategies in business

- Business model innovation
- Disruptive vs. incremental innovation
- Case studies of innovative companies

Module 8: Technology and Innovation

- Impact of technology on creativity
- Exploring emerging technologies
- Digital tools for creativity