

Creativity and Innovation

Course Length: 1 Day

Prerequisites: None.

Course Objectives: After completing this course, students will know how to:

- ◆ Prepare mentally and physically to be creative, and increase creativity.
- ◆ Develop creativity in organizations, and use creativity to generate ideas and solve problems.
- ◆ Recruit and retain creative individuals, and maintain a creative environment.
- ◆ Organize creative teams, conduct creative team sessions and brainstorming sessions, and use creativity to solve team problems.

Course Content

Unit 1: Creative thinking basics

Students will learn about the **importance of creativity** in life. They will learn about the **major types of creative thinkers**. The students will learn about the **recognizable traits** of creative thinkers. They will also learn about the **characteristics that inhibit creativity**. Finally, students will learn about the five steps in the creative process: **concentration, incubation, illumination, evaluation and presentation**.

Topic A: Creative thinking

Topic B: The creative process

Unit 2: Personal creativity

Students will learn how to **prepare mentally and physically** for being creative. They learn that **physical activities can help them stimulate creativity**. Students will learn about the **importance of retaining an innocent perspective** and **listening to intuition** to increase creativity. Finally, they will learn about the role of **adventure** in increasing creativity.

Topic A: Preparing to be creative

Topic B: Increasing creativity

If you have any questions about this course, please call CompuTrain at (713) 349-9186.

Unit 3: Creativity in organizations

Students will learn about the **characteristics of a creative organization**. They will also learn about building a **creative workforce**. Next, they will learn about the organizational **situations that can enhance or inhibit creativity**. Students will also learn about **job conditions that stifle creativity**. Then, they will learn about the **role of creativity in generating ideas and solving problems**. Finally, students will learn about **various problem-solving methods**.

Topic A: Creative organizations

Topic B: Using creativity

Unit 4: Fostering a creative environment

Students will learn about the **recruiting process**. They will learn about **selecting creative individuals** and **what criteria to use** when selecting these individuals. Students will also learn about **methods to retain creative employees**. Next, students learn about **performing a creativity audit**. They will also learn about **interacting with creative people**. Then, they learn about the process to **encourage creativity**. Finally, they will learn about the **detectors that hinder creative communication and thought**.

Topic A: Employing creative individuals

Topic B: Maintaining a creative environment

Unit 5: Promoting team creativity

Students will learn about the **characteristics of a successful creative team**. They will also learn about the **roles that employees play** in a team. Next, students will learn about the **responsibilities of a manager** in organizing a creative team. They also learn about **finding a creative rhythm within an organization**. Then they learn about **leading, the purpose of, and steps for conducting a creative session**. They also learn about the **individuals who hinder** creative sessions and the **factors that inhibit team creativity**. Students also learn how to use **conflict to foster team creativity**. Finally, they learn about the rules that need to be followed when **conducting a brainstorming session and solving team problems**.

Topic A: Organizing creative teams

Topic B: Conducting team sessions

Topic C: Promoting and using creativity