

Cultivating Innovation Champions

a Developing Creativity & Innovation Program



*“Ignite fresh thinking and
problem-solving for organizational
growth.”*

Program synopsis

Rooted in the belief that every individual possesses creative potential, this program equips participants with practical tools to ignite innovative thinking and problem-solving. Through interactive sessions, group discussions, case studies, and fun activities, participants will explore creative thinking techniques, idea generation, design thinking, and more, fostering a culture of innovation within their organization.

By the end of the program, participants will be able to:

- Harness creative thinking techniques to approach challenges with innovative solutions.
- Apply design thinking principles to develop user-centred solutions.
- Generate and evaluate ideas collaboratively to drive innovation.
- Contribute to building an organizational culture that values and encourages innovation.

5 Benefits for attending this program



Enhanced Problem-Solving and Idea Generation Skills

- Participants develop creative thinking techniques and design thinking principles.
- Improved ability to tackle complex problems and generate innovative ideas.



Increased Collaboration and Diverse Perspective Integration

- Participants learn collaborative innovation techniques.
- Enhanced teamwork, diverse perspective utilization, and innovative concept creation.



Fostered Innovative Organizational Culture

- Participants gain strategies for fostering an innovative culture.
- Encourages a culture that values and embraces change and new ideas.



Improved Feasibility Evaluation and Idea Selection

- Participants learn techniques for evaluating and selecting ideas.
- Enhanced ability to assess the viability of ideas and prioritize based on potential impact.



Personalized Innovation Action Plans for Ongoing Impact

- Participants will create innovation action plans.
- Encourages ongoing innovation efforts and integration of innovative practices into daily work routines.



Program outline

- Introduction to Creativity and Innovation
- Creative Thinking Techniques
- Design Thinking Principles
- Ideation and Idea Evaluation
- Applying Design Thinking
- Collaborative Innovation
- Fostering an Innovative Culture
- Innovation Action Plans

The ideal introductory program is designed to be 2 days in duration as it strikes a balance between comprehensiveness and practicality. Shortening the program would necessitate the removal of valuable content, compromising our ability to equip participants with the comprehensive set of practical tools needed to ignite innovative thinking and creative problem-solving.

Over these two dynamic days, participants engage in interactive sessions, group discussions, case studies, and enjoyable activities, allowing them to explore a wide array of creative thinking techniques, idea generation processes, and design thinking principles. This format ensures that participants not only absorb essential knowledge but also have ample time to practice and apply these skills, fostering a culture of innovation within their organizations.

*For those wanting a deeper dive, we offer an extended, **up to** a 2-week format, with hands-on learning. Our flexibility ensures we meet the diverse needs of organizations.*

Who should attend

Professionals from diverse fields and roles, eager to enhance their creative thinking and innovation skills and contribute to fostering a culture of innovation within their organization.

Speak with us

Ready to elevate your organization's vision and excellence?

Let's connect! Speak with us today and discover how our program can empower your team for success.



www.mavenlens.com