



Fostering Creativity and Innovation

Introduction/ Overview of program:

Creativity and innovation determine the competitor advantage and Sustainable force for businesses and organization to grow and deliver. Any new idea once comes to the mind is the part of irreversible process. Creativity is not the property of selected few rather creativity is natural to everyone. The very fact that a man and woman give birth to a child signifies that all human beings are creative by nature. However due to our self imposed limitations we have relegated our ability of creative thinking. The society has further stereotyped process of our thinking and has made us restricted in creative process. Individuals, teams, structures and organizations kill creativity with counterproductive habits. Much of innovation needed in the business growth, is hampered by people, behavior and structures of organization. However the fact remains that every "organization" like each "human being" has a birth right to be innovative and creative. This is a well known fact that creativity and innovativeness boosts team spirit and vice versa – good teams boost creative output in organizations

The objectives of the Programme:

The creativity and innovation is most sought after skills among managers and business leaders at all levels and will determine survival for organizations' in next decade to come!. Considering its utmost importance "**Prime Performance Solutions**" has designed a life changing two days workshop with following **objectives**:

- To appreciate the infinite power of human mind- the powerhouse of creativity
- To impart a thought process so that participants stop looking at business 'as usual' and
- move on to challenge the status quo.
- Stimulate the process of creating an environment / work culture that fosters creativity and innovation
- Apply the techniques and process for unleashing the creative thinking abilities
- Learn how to generate an abundance of new ideas at workplace
- Learn and apply the creative problem solving techniques to real life work problems
- Improve brain power in the areas of perception, imagination, analysis, and concentration

Course Content:

- Brief on Power of mind
- Defining the creativity and Innovation
- How to become creative
- Tools for creativity
- Creative thinking models
- Techniques of Idea generation
- How to create an organizational environment of creativity and innovation
- Techniques of improving brain power by perception, imagination, analysis, and concentration
- Creative problem Solving
- Creative team work
- Tools for enhancing memory power

Benefits to Participants:

By attending this programme the participants shall be able to realize the following benefits.

- To learn tools to enhance their creativity
- Solve some practical work place problems
- Get into the creative mode of thinking
- Get confident about their own creative capability
- Enhance their memory power
- Become more interesting and learn to avoid boredom from workplace

Who should attend:

All employees at different levels of organizations like Managers, Team members, Senior business leaders who are interested to enhance productivity and improve business results through creativity and innovation

Duration: Two day

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