PASSPORT TO INNOVATION

Learning to use creative problem solving tools to accelerate innovation

Does the success of your work need people's ideas and imagination?

Most companies are not short of new ideas to improve one area or another, but fewer companies know how to define what the problem really is, select a good solution and make sure the work comes to fruition.

You might need to:

- Successfully develop original products and services
- Deliver existing or new offerings to new markets
- Design and implement new systems, process or ways of working
- Rethink your customers' experience to improve their satisfaction or loyalty
- Make demanding improvements, with fewer people and less time

Our Creative Problem Solving Programme gives you practical experience in using a set of tools designed to produce more and better options. They result in high engagement from people and with more fun.

The approach we use has been developed and refined through 60+ years of creativity research and teaching.

What you'll learn

- World-class best practice for idea generation and idea focusing
- 10 creative problem solving tools for generating and selecting new options
- How to navigate your way through a three-stage creative problem solving process
- 4 guidelines to aid idea generation and 4 guidelines to aid idea focusing
- Feedback and insights on your personal style for solving problems and your approach to generating ideas, and how these can affect your productivity, work satisfaction and resilience
- To work in a diverse group and leverage problem solving style differences

Register here

What we'll cover

The two days will be very practical. You'll learn about tools and a process, and apply what you've learnt to a live challenge. We will invite an organisation in to brief you on something they need creative ideas to help solve.

Before the course

We'll ask you to complete two online diagnostics. Both are related to aspects of creativity and you will receive feedback during the course.

Day 1

- Overview of the creative problem solving process
- Client briefing on the 'live' organisational innovation challenge we will be helping with
- Understanding your preferred problem solving style and how this impacts…..
- Exploring and identifying problems
- Feedback on your idea generation approach
- Idea generation sessions 1 and 2
- How to develop a climate that supports innovation

Day 2

- Idea generation – session 3
- Selecting and strengthening ideas
- Pitching your ideas to the client
- Review of workshop including learning and insights gained
- Planning for successful implementation
- Personal development planning and sustaining your skills

£595 + VAT Early bird offer applies

What's included

✓ **A workbook** containing all course notes and materials

✓ **60 minutes one-to-one coaching** following the workshop, by telephone

✓ **Diagnostics:** completion of the Kirton Adaption Innovation (looking at your problem solving style), and Sparcit divergent thinking assessment (looking at how you generate ideas)

✓ **Working on a real client challenge** using the tools and processes learned

✓ **Experience of working in diverse, facilitated groups**

✓ **Resources:** signposting to further reading, reports and materials on related topics

✓ **Access to a set of online CPS materials**

✓ **An invitation** to join a community of people interested in creativity and innovation

Cost includes lunch and teas/coffees on both days. Terms and conditions apply.

Register here