



## **BEYOND BRAINSTORMING**

### **Developing Capacity for Creativity and Innovation**

*Do you.....*

*Wish you or your team members were more creative?*

*Feel stuck in a rut? Need to come up with new ideas?*

*Want to make sure you can't be replaced by a computer?*

*Want to increase your company's odds of staying ahead of the curve?*

*Want to improve your ability to successfully bring new ideas to fruition?*

- Objective:** To help individuals and teams:
- Understand key principles of creativity and innovation
  - Develop personal and team creativity
  - Learn tools to generate and evaluate ideas and alternatives
  - Learn strategic innovation tools
  - Create an environment conducive to creativity and innovation
- Format:** 2-day interactive workshop.
- Content:** Topics for this workshop include:
- Reviving Your Creative Genius
  - Creativity: The Key 21<sup>st</sup> Century Performance Skill
  - Your Personal Creativity Style
  - Tools For Generating and Evaluating Ideas and Alternatives
  - Overcoming Obstacles To Creativity
  - How Innovation Works
  - Strategies For Implementing New Ideas
  - Creating An Environment Conducive To Creativity and Innovation