Creativity & Innovation @ Work

Course Objective
• Understand the features and characteristics of an innovative organisation
• Recognise the importance of creativity and innovation in the business environment
• Recognise the steps of the creative process
• Experiment with the creative thinking process
• Discover the common killers of creative ideas and innovation and how to overcome them

Target Audience
For all participants who aims to innovate new ideas in workplace.

Course Outline
➢ Understanding Creativity and Innovation:
  • What is creativity and Innovation?
  • Understanding the Types of Innovation – Short Video
  • Which way to Think - Business Thinking vs. Creative/Innovative Thinking
  • The Creative Process

➢ Creating the Right Environment:
  • Managing the Killers of Creativity and Innovation
  • Building on Other People's ideas
  • Becoming a 'Fisher of Ideas'

➢ Creative Problem Solving:
  • Reframing one’s mindset through Asking SMART questions
  • What's THE Problem - Problem definition with 5W
  • Creating New Ideas Through Scenario Building
  • 7 Awesome Tools for Innovative Ideas
  • Innovating around 6 P's

Methodology
This workshop includes small group discussions, individual reflection, group sharing exercises, case studies, and work related role-play. Video clips will be used to highlight key concepts. This is an interactive workshop with a fair split between concept/theory and practical application. Participants will spend considerable time in developing action plans aimed at managing problems/opportunities in the workplace.

Course Fees

<table>
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<tr>
<th>Type</th>
<th>Fees (inclusive 7% GST):</th>
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<tr>
<td>Member</td>
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<tr>
<td>Non-member</td>
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Trainer
Mr. Arul John Peter holds an MBA and majored in strategic human resource management. He also holds a Bachelor of Science as his basic degree and professional qualification in administrative and people management from the Institute of Administrative Management, United Kingdom. He is a member of the American Creativity Association (ACA), and a certified EQ Skills Trainer. He is a Certified ACTA in Facilitated Learning.

John regularly conducts creative thinking, management skills for new managers and customer service focused workshops with various institutes. He has trained numerous service personnel and service supervisors from reputed corporations. He has facilitated management seminars and workshops in the areas of Creativity & Innovation, EQ Skills, Customer Service Excellence, Managing Difficult Customers, Communication Skills, Change Management, Personal Development Workshops, and Public Speaking Skills for clients in Malaysia and Singapore.

Please refer to SNEF website for available dates
Duration : 1 day, 9am to 5pm (7 hours)
Course Venue : SNEF Corporate Learning Centre

Register online at SNEF website www.snef.org.sg
Click on ‘Training’ and Course Category ‘Innovation & Mind Enhancement’

Enquiries:
Shirlin Lee DID: 6827 6920/ Training hotline: 6827 6927
Email : shirlin_lee@snef.org.sg / trg@snef.org.sg