IMSIMBI

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Imsimbi Training proudly presents

Innovation & Creative Thinking – 2 DAYS

Imsimbi Training is a fully accredited training provider with the Services Seta, number 2147, as well as a Level 1 Contributor BBBEE company and 51% black owned.

SERVICES SETA

This course is accredited by the Services Seta and the material covers unit standard 252020 at NQF level 5 worth 6 credits

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COURSE OBJECTIVES

"We can't solve problems by using the same kind of thinking we used when we created them"- **Albert Einstein**

Leaders know that creativity and innovation are not just "nice to have" qualities in a business. They are core to the organisation's life and growth.

So, what can leaders do to promote creativity and innovation? If you don't intend hiring a new workforce, the most obvious answer is to use management initiatives that create and challenge your existing staff to be more creative and innovative.

This course is aimed at middle managers and team leaders who are keen to go beyond running on average and starting the day with a business as usual approach. It is designed for people who want to be part of making a culture of innovation.

COURSE OUTCOMES

Upon completing this course, the learner should be able to:

- Identify features of an environment that promotes innovation
- Analyse own unit in relation to the features of an environment conducive to innovation
- Identify areas for improvement on the basis of the analysis conducted
- Identify creativity and innovation techniques in terms of accepted theory and practice
- Explain three techniques for promoting creativity with practical examples
- Describe the role of the unit manager in creating an environment conducive to innovation with reference to continuous improvement and innovation of the unit
- Apply techniques for promoting innovation and creativity to generate ideas for a new or improved process, project or product
- Generate a number of alternative solutions in relation to the process, project or product
- Select the best alternative from the solutions generated on the basis of evaluation criteria



COURSE OUTLINE

Module 1: Develop Innovative Teams

- Analyse opportunities for innovation
- Examine the pros and cons of innovation

Module 2: Features of A Culture of Enquiry and Risk Taking

- What is creativity?
- Getting teams to participate in innovation – idea rooms, chat rooms, graffiti walls, quality circles
- Assertiveness test
- Creating conditions for ongoing innovation
- Personal and organisational values on innovation and risk taking

Module 3: Techniques for Promoting Creativity

- Scamper
- The six hats
- Thought experiments
- Challenging fads
- Brainstorming
- Mind-mapping

Module 4: Problems Solving

- Defining a problem
- Root cause analysis
- The five whys
- Assumption busting



Module 5: The Role of The Manager in Innovation

- Authentic leadership
- Identifying practices that inhibit innovation
- Emotional Intelligence

Module 6: Lead A Team Through A Creative Thinking Process

- Apply techniques for promoting innovation and creativity to uncover ideas for a new or improved process, project or product
- Generate a number of alternative solutions in relation to the process, product or project
- Select the best alternative on the basis of clear criteria
- Develop an operational plan in accordance with the policies of the organisation

COURSE TOOLS AND TECHNIQUES

Introduction to innovation

- Creativity and innovation
- The role of the manager in innovation
- Pest Analysis
- Management practices that inhibit innovation
- A whole new mind
- The six aptitudes



Leading change creatively

- Assessment tools for innovation
- Creating a Thinking Organisation
- Features of a culture of enquiry and risk-taking
- Organisational values and innovation

Techniques for promoting creativity

- Multi-perspective analysis
- Mind-mapping
- Porter's Five Forces

Develop a plan for innovation

- Star bursting
- Develop an implementation plan

