GLOBAL TRAINING INSTITUTE

Creative Thinking: Igniting Innovation



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Creative Thinking: Igniting Innovation training course is designed to equip participants with essential knowledge and tools for enhancing creativity in the workplace. This course focuses on practical techniques that foster innovative thinking, enabling individuals and teams to generate, explore, and evaluate ideas effectively. Participants will learn to tackle problems and decision-making processes with creativity, driving value for their organizations through innovative solutions.

Who Should Attend

This training course is suitable for a wide range of professionals, including:

- Engineers and Technical Staff
- Designers
- Marketing Professionals
- Managers and Senior Managers
- Anyone required to think creatively to solve problems and make decisions

Course Objectives

By the end of this course, participants will be able to:

- Assess and enhance their own creative thought processes.
- Apply creative thinking techniques to work-related situations.
- Use various idea-generation tools while overcoming obstacles to creativity.
- Implement creative strategies such as SCAMPER, mind mapping, and picture association.
- Examine barriers to effective problem-solving and decision-making.
- Foster an organizational culture that encourages creativity and innovation.
- Collaborate effectively to co-create solutions in teams.

Course Content

Defining Invention, Innovation, and Creativity

- Understanding the relationship between creativity, invention, and innovation.
- The role of creativity in civilization and its pillars.
- Exploring different types of intelligence and lateral thinking.

Creativity as a Business Tool

- Identifying traits of creative thinkers and enablers of creativity.
- Addressing organizational barriers to innovation.
- Case studies of successful creative cultures (e.g., Google, 3M).

Exploring the Idea Generation Process

- Different types of brainstorming techniques and their applications.
- Identifying attitudes that inhibit creative thinking.
- Utilizing thinking hats and other frameworks for creative problem-solving.

Creative Thinking Strategies

- Overview of creativity theories and practical tools.
- Techniques such as SCAMPER, synectics, and TRIZ.
- Methods for visualizing ideas and fostering divergent thinking.

Barriers to Creative Problem-Solving and Decision-Making

- Analyzing the stages of problem-solving and decision-making.
- Identifying common barriers and mental obstacles.
- Implementing effective creative problem-solving steps and techniques.