# Creative Thinking and Innovation

*Course Overview*

Being able to think creatively and develop innovative solutions can have big benefits at work and at home. There are some skills that you can develop and tools that you can learn about that will help you get ahead of the game.

*Learning Objectives*

- Identify the difference between creativity and innovation
- Recognize your own creativity
- Build your own creative environment
- Explain the importance of creativity and innovation in business
- Apply problem-solving steps and tools
- Use individual and group techniques to help generate creative ideas
- Implement creative ideas

*Course Outline*

1. Session One: Course Overview
   Learning Objectives
   Pre-Assignment
   Pre-Course Assessment
2. Session Two: What are Creativity and Innovation?
   Defining the Terms
   What Am I?
   Know Your Creative Potential
3. Session Three: Individual Creativity
   Know Yourself
   Tips for Increasing Your Individual Creativity
   Boost Your Creative Juices
4. Session Four: Get Creative
   Pre-Assignment Review
5. Session Five: Developing the Right Environment for Creativity
   What Does a Creative Environment Look Like?
   Tips for Building Your Own Creative Environment
   Build Your Creative Environment
6. Session Six: Creativity and Innovation in Business
   The Role of Creativity and Innovation in Business
   The Birth of the Four Seasons: A Case Study
   Discussion Questions
7. Session Seven: Where Does Creativity Fit Into the Problem-Solving Process?
   The Problem-Solving Model
   Another Perspective for Creative Problem-Solving
   Keeping an Open Mind
   Solving Problems the “Right” Way
   Phase One
   Phase Two
   Phase Three
8. Session Eight: Defining the Problem
   Problem Identification
   Finding the Root of a Problem
   Eight Essentials to Defining a Problem
   Tie It All Together
   Using the Power of Eight
9. Session Nine: Creative Techniques
   The RAP Model
   Case Study
   Summary

The Shoe Swap Technique
Walk A Mile
Using Mind Mapping
Creating a Mind Map
Map It Out!
Defining Metaphors and Analogies
Using Metaphors and Analogies to Express Ideas
Make a Metaphor
Situation/Solution Reversal
Case Study
Reverse It to Solve It
The Nine Intelligences
10. Session Ten: Encouraging Creativity in a Team
Brainstorming
Creating Ground Rules
Individual Brainstorming
Plan It Out!
Rolestorming
Case Study
Act It Out!
The Stepladder Technique
Stepladder Model
Brainwriting
The Slip Writing Technique
The Crawford Slip Writing Technique
Model
11. Session Eleven: Putting It All Together
Nancy Clue and the Case of the Software Upgrade
Create Ideas and Choose Your Solution
12. Personal Action Plan
13. Course Summary
14. Recommended Reading List
15. Post-Course Assessment