

# CREATIVE THINKING AND INNOVATION

**TIME** 9.00 AM – 5.00 PM

**VENUE** DREAMEDGE, CYBERJAYA

**CODE** SSG2

## OVERVIEW

Problems are at the center of what many people do at work every day. Therefore, having good strong problem solving skills is essential and can make a huge difference to an individual's career. Even better if an individual is able to resolve problems through creative and critical thinking approach. Creative thinking skills use very different approaches to critical thinking skills. They involve a much more relaxed, open, playful approach. It involves looking at problems or situations from a fresh perspective that suggests unorthodox solutions. Creative thinking can be stimulated both by an unstructured process and structured process. For it to be successful, both the Organization and individual must be able to overcome the external and internal restrictions that inhibit creativity.

This program is to provide the necessary tools and techniques on how to harness and facilitate an individual to be creative and innovative in finding solutions to problems.

## TARGET

- Manager
- Team leader
- Director
- Project manager
- Supervisor
- Staff in all industries
- Anyone who has influence over the creation, adoption and implementation of new products, services and processes

## OBJECTIVE

- To show what is creativity, creative thinking and innovative thinking.
- To differentiate being creative and critical thinking.
- To facilitate creative thinking.
- To expose the techniques of creative thinking.
- To teach tools for translating creativity into an innovation process
- To manage and inspire creativity in team

## METHODOLOGY

- Training material : English language
- Lecture : Malay and/or English language
- Activities
- Q & A

## COURSE CONTENT

- Introduction
- Overcoming Barriers in Creative Thinking
- Developing Creative Thinking
- From Creativity to Innovation
- Application of Creative Thinking
- Way Forward

## LEARNING OUTCOME

*Define creativity, creative thinking and innovative thinking.*

- Explain the difference between creative and critical thinking
- Achieve the mindset that facilitates creative thinking
- Practise creative thinking techniques
- Apply tools to translate creativity into innovation process.
- Practise techniques to manage and inspire creativity in team

## REGISTER NOW!

\*Closing date is 1 week before training date



**NORMAL PRICE**  
RM 1750 Per pax



**EARLY BIRD PRICE**  
RM 1550 Per pax  
\*2 weeks before closing date



**GROUP PRICE**  
RM 1450 Per pax  
\*min three (3) pax



### OFFICE ADDRESS

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