

An illustration at the top of the page shows a person in a dark suit fishing for glowing lightbulbs. The person is holding a large, black, conical net on a long pole. Several lightbulbs of various sizes and colors (white, yellow, blue) are floating in the air around them. The background is a vibrant, abstract blend of red, orange, and yellow, suggesting a sunset or a fiery sky. The overall theme is one of creative discovery and innovation.

Applied Creativity™

Solving Problems and Responding to Opportunities

Creativity is the aptitude that has enabled human beings to survive and to thrive under challenging and changing circumstances. Research suggests that everybody has the ability to think and act creatively, but many organizations are not taking enough advantage of the creativity of their staff members. In this program, you will learn tools and processes that will enable you to apply your own and others' creativity in solving persistent problems and responding to business opportunities. The foundation of individual, team, and organizational creativity is an attitude that stimulates, nurtures, and supports creative thought. Once that attitude is embraced, there are many tools and processes that can help you to generate the ideas that lead to continuous improvement and development or breakthrough innovation.

The **Applied Creativity™** program engages you in developing the mindsets, skill-sets, tools, and processes needed to build a culture of creative thought. You will learn to encourage people to look both inside and outside the organization to find ideas and opportunities for innovation. You will be able to apply the tools and methods to harness the creative energy of your teams and organization in solving persistent problems, responding to business opportunities, and opening up new ways to create value through innovation.

Objectives and Outcomes

As a participant, you will be able to:

- Develop your ability to approach everyday challenges and persistent problems with a “creative attitude”
- Apply a set of tools for generating “out of the box” ideas
- Conduct an “innovation search” based on market needs, technology push, or strategic intention
- Frame persistent problems in a practical and effective way and generate creative solutions
- Build stakeholder support for creative ideas and solutions
- Facilitate others in thinking creatively
- Identify key challenges in your own organizations that require applied creativity.

Who Should Participate?

- Leaders, managers, team members, and individual contributors who need to think creatively in order to initiate innovation or solve difficult problems.



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Course Outline:

- Introduction and Overview
 - Establish a climate for learning and clarify expectations
- Definitions and Positioning
 - Define and position key concepts
- The Creative Attitude
 - Learn and practice applying the key tenets of a consistently creative attitude
- The Tools of Creativity
 - Develop a “tool kit” of several practical methods for generating creative ideas
- Framing Problems and Opportunities
 - Find flexible and provocative ways to view challenging issues
- Conducting an Innovation Search
 - Apply a process that draws on the creativity tools as well as existing knowledge to do a “deep dive” focused on an innovation opportunity
- Creative Problem-solving
 - Use a structured process for approaching persistent problems
- Working with Stakeholders
 - Develop methods of engaging key stakeholders in the process and/or gaining their support for a creative idea or solution
- Personal Challenges
 - Identify key opportunities to apply concepts, tools and processes
- Next Steps and Closing
 - Make commitments and plan next steps for applying creative thinking to key opportunities.

