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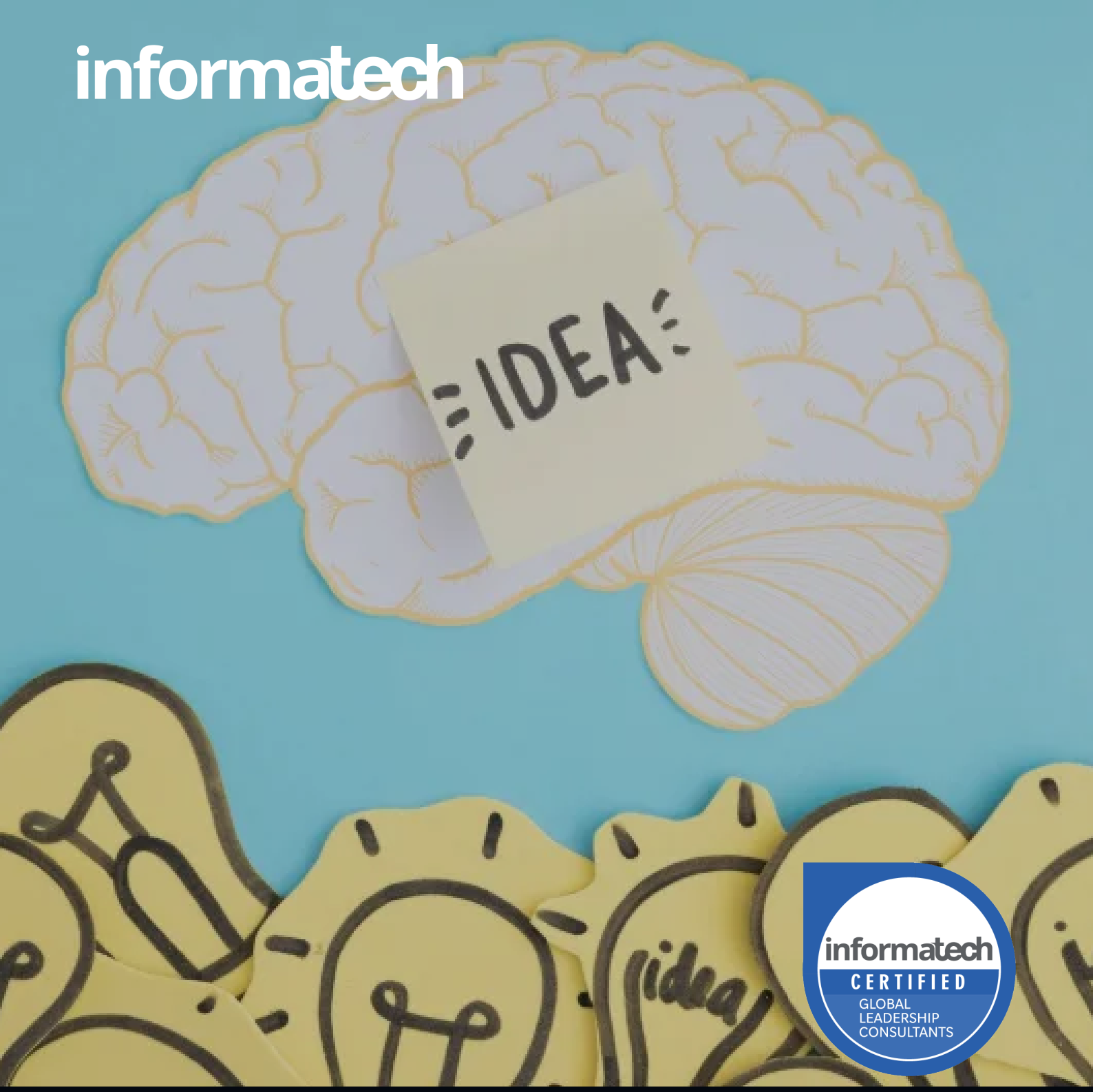

INTERPERSONAL SKILLS AND SELF DEVELOPMENT | ISSD-002

Creative Thinking and Innovation Techniques

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Course content

Why Attend

Why Attend Creative thinking and innovation are essential for solving problems, improving performance, and staying competitive in a changing business environment. Organizations need employees who can generate fresh ideas, challenge traditional approaches, and turn opportunities into practical solutions. This course provides participants with practical tools and techniques to strengthen creativity, encourage innovation, and drive continuous improvement.

Course Methodology This course uses an interactive and practical approach through presentations, case studies, brainstorming sessions, group discussions, innovation exercises, problem-solving activities, and real workplace examples.

Course Objectives

- Understand the principles of creativity and innovation
- Apply creative thinking techniques to solve problems
- Generate and evaluate new ideas effectively
- Overcome barriers to creativity
- Improve decision-making through innovative thinking
- Build a culture of innovation in the workplace
- Use structured tools for idea development
- Create practical innovation action plans

Target Audience

- Managers and Supervisors
- Team Leaders
- HR and Learning Professionals
- Strategy and Planning Staff

Course content

Target Audience

- Project Managers
- Entrepreneurs
- Anyone seeking to improve creativity and innovation skills

Target Competencies

- Creative Thinking
- Problem Solving
- Innovation Management
- Idea Generation
- Decision-Making
- Collaboration
- Adaptability
- Continuous Improvement

Course outline

Day 1: Foundations of Creativity and Innovation

- Understanding creativity and innovation concepts
- Importance of innovation in organizations
- Characteristics of creative thinkers
- Common barriers to creativity
- Building a creative mindset
- Role of leadership in innovation

Day 2: Creative Thinking Techniques

Course content

Course outline

- Brainstorming methods
- Mind mapping techniques
- Lateral thinking approaches
- SCAMPER method for idea generation
- Reverse thinking techniques
- Using questions to unlock ideas

Day 3: Problem Solving through Innovation

- Defining problems clearly
- Root cause analysis for innovation
- Generating solution alternatives
- Evaluating and selecting ideas
- Risk-taking and experimentation
- Turning problems into opportunities

Day 4: Innovation in the Workplace

- Creating a culture of innovation
- Encouraging collaboration and idea sharing
- Managing resistance to new ideas
- Improving processes through innovation
- Customer-focused innovation methods
- Measuring innovation success

Day 5: Implementing Ideas and Sustaining Innovation

- Turning ideas into action plans

Course content

Course outline

- Prioritizing innovation opportunities
- Leading innovation initiatives
- Continuous improvement strategies
- Personal creativity development plan
- Final workshop: Build an innovation roadmap

Seminar dates

Available seminar dates

Live dates and pricing for Creative Thinking and Innovation Techniques generated from the course details page.

Date	Location	Format	Fee
3 - 7 August 2026	Barcelona - Spain	Classroom	**€3,850.-**
7 - 11 September 2026	Paris - France	Classroom	**€4,500.-**
12 - 16 October 2026	Munich - Germany	Classroom	**€4,250.-**
9 - 13 November 2026	Barcelona - Spain	Classroom	**€4,250.-**
14 - 18 December 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**

Live online option	Online delivery is available at €1,850.-.