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بروجاكس للتدريب والتطوير
Projacs Training and Development

Excellence in Creativity & Innovation

التميز في الابداع والابتكار الاداري والقيادي

29 July – 2 August 2019

Orlando / USA

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



Introduction

Children have an innate creative ability when they are born, but for some reason adults can lose it along the way. Your participants will move out of the mundane, be more curious, engage, and explore new ideas. Recognize creativity and be ready when it happens.

With our Developing Creativity and Innovation course your participants will learn how to remove barriers that block or limit their creativity. They will improve their imagination, divergent thinking, and mental flexibility.

Objectives

- Define and understand Creativity and Innovation
- Overview of the brain, cognition and thinking process
- Analyze the cultural and business environments conducive to Creativity and Innovation
- How Creativity and Innovation are channeled to achieve business excellence
- A study of the world's most innovative companies

Who Should Attend?

- Senior Project Managers
- Senior Operations Managers
- Chief Creative Officers
- CEO's, CFO's, CIO's, CTO's, etc.

Course Outline

Day 1:

- **Define and Understand Creativity and Innovation**
- **Creativity**
- Lateral thinking & Logical deductive reasoning
- **Innovation**
- Invention and Innovation
- Linking creativity to Innovation

- Introduce the individual/group case-studies

Day 2: The Human Brain & Creative Thinking

- **Parts of the Human Brain and their Function**
- One Brain, different processes
- **The Thinking Process**
- Different ways the brain processes information
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- **Day 3: Environments Conducive to Creativity and Innovation**
- **The Community**
- Family and upbringing
- The broader social culture
- **The Educational Environment**
- School & University
- **The Business Environment**
- Some industries & Specific businesses

Day 4: How to Channel Creativity and Innovation to Achieve Business Excellence

- **The Corporate Culture**
- Policies and Procedures
- Organizational Structure
- Chief Creative Officer
- **The General Business Environment**
- Promoting Research & Development
- Rewarding Invention and Innovation
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Day 5: Leaders in Innovative & Creativity

- The Industries in which they compete
- The Countries in which they operate
- The working Environment within
- Lessons Learnt
- Presentations of individual/Group case-studies
- Wrap up & Hand out the Certificates

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, and case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

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|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **4,500USD**
**VAT is Excluded If Applicable*