



## Creative Thinking and Innovation

### Description

While some people seem to be simply bursting with creativity, others find it a struggle to think outside the square. This course will teach you how to boost your creative juices.

### Objectives

In this course, you will identify ways to develop your creative side and build a creative environment. You'll also learn a basic problem-solving process, individual creative thinking tools (such as the RAP model, shoe swap technique, mind mapping, metaphors, and toys), and team-based creative thinking tools (such as brainstorming, brainwriting, rolestorming, the stepladder technique, and slip writing).

### Outline

How to Use This Guide

#### Session One: Course Overview

#### Session Two: What Is Creativity and Innovation?

1. Creativity and Innovation: A Breakdown
2. Know Your Creative Potential

#### Session Three: Individual Creativity

1. Know Yourself
2. Boost Your Creative Juices

#### Session Four: Get Creative

#### Session Five: Developing the Right Environment for Creativity

1. What Does a Creative Environment Look Like?
2. Build Your Creative Environment

#### Session Six: Creativity and Innovation in Business

1. The Role of Creativity and Innovation in Business
2. The Birth of the Four Seasons: A Case Study

#### Session Seven: Where Does Creativity Fit Into the Problem-Solving Process?

1. Problem-Solving Models
2. Phase One
3. Phase Two
4. Phase Three

### **Session Eight: Defining the Problem**

1. Problem Identification
2. Eight Essentials to Defining a Problem
3. Tie It All Together
4. Using the Power of Eight

### **Session Nine: Creative Techniques**

1. The RAP Model
2. The Shoe Swap Technique
3. Walk A Mile
4. Using Mind Mapping
5. Map It Out!
6. Metaphors and Analogies
7. Make a Metaphor
8. Situation/Solution Reversal
9. Reverse It to Solve It
10. Bring on the Toys!
11. Draw It Out!

### **Session Ten: Encouraging Creativity In A Team**

1. Brainstorming
2. Plan It Out!
3. Rolestorming
4. Act It Out!
5. The Stepladder Technique
6. Brainwriting
7. The Slip Writing Technique

### **Session Eleven: Putting It All Together**

1. Nancy Clue and the Case of the Software Upgrade
2. Create Ideas and Choose Your Solution

Recommended Reading List  
Post-Course Assessment  
Pre- and Post-Assessment Answer Keys  
Personal Action Plan