



an eegis company

بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Creativity and Innovation

28 – 30 June 2020

ONLINE COURSE

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



## Introduction

This online training provides valued information about creativity and innovation. People will learn the key techniques for improving the flexibility and originality of their thinking and will explore new approaches to create and sustain a business. Core subjects will include personal thinking preferences, personality self-assessments, creative thinking techniques, idea generation and selection approaches, main conditions that promote creativity and intellectual property.

## Objectives

**By the end of this training course, participants will be able to:**

- Understand the personality styles to develop their creativity.
- Gain insights into the significance of creative problem solving.
- Be able to understand and lead people in the most effective way.
- Do things differently while using different ways and means.
- Believe in oneself and what makes people really feel good.

## Who Should Attend?

This program will be animated by a certified trainer and expert in the field of management and leadership. Anyone who has a personal interest to develop his/her knowledge and skills in this topic can attend the online training.

## Course Outlines

### **DAY 1:**

#### **Concept of Creativity and Innovation**

- Introduce and define the concept of creativity and innovation.
- Understand the different thinking styles and ways using brain structure.
- Explain the link between innovation/creativity/emotional intelligence (EI).
- Describe the psychometric tools and types of creative people's personalities.
- Highlight how cognitive creativity are promoted by innovative techniques.
- Share some general tips and advice on to plan to be creative and innovative.

### **DAY 2:**

#### **Strategies to Promote Creativity and Innovation**

- List the categories/features that extricate creative from non-creative people.
- Explain the main conditions that hinder or promote creativity/innovation.
- Identify the ways and means to stimulate creativity and innovative thinking.
- Check how to be creative and innovative based on best practice models.
- Assess your abilities and lifestyles to set an action plan to improve yourself.
- Choose the best strategy among many options to ensure better results.

### **DAY 3:**

#### **Main Challenges Faced in Boosting Your Creativity**

- Identify some major problems and obstacles faced from individual and organizational perspectives.
- Reflect on the experiential learning process wheel based on training input/material discussed in day one: "Experience, Reflection, Learning, Unlearning, and Application."
- Learn how to generate different options and alternatives to ensure better performance and results.
- Propose some suitable/logical approaches to better solve problems in a creative way.
- Provide some constructive feedback and offer some valuable tips/advice on how to embrace creativity/innovation in our mode of life

### Training Method

- Live group instruction through the online platform.
- Use of real-world examples, case studies and exercises.
- Interactive participation and discussion.
- Powerpoint presentation, and online activities.
- Self-assessment tests and group think exercises.
- Mini-individual presentation and sharing feedback.

### Duration

#### Three-Day Program

### Schedule

#### Daily Schedule\*:

- |             |                   |
|-------------|-------------------|
| • Session 1 | 09:00AM - 10:00AM |
| • Break     | 10:00AM - 10:15AM |
| • Session 2 | 10:15AM - 11:15AM |
| • Break     | 11:15AM - 11:30AM |
| • Session 3 | 11:30AM - 12:30PM |
| • Q & A     | 12:30PM - 01:00PM |

\* Mecca time

\* Course agenda can be adjusted according to client's preference

### Course Fees\*

- **700 USD**

\*VAT is Excluded If Applicable