

Course Name: Innovation for Powerful Outcomes.

Reference Code: MAN 191

Description:

This course will enable the trainees to acquire the ability to help make innovation happen, using a rich mix of practical approaches and robust concepts. Innovation involves transformative thinking and the genuine ability to cultivate and pick the lucrative fruits of our creative labour. During this course, you will develop an appreciation for a range of tools and concepts that can help make innovation happen. This subject will feature original content and fresh thinking. It contains a stimulating mix of creative experiments, intriguing innovation examples, practical tools and robust concepts. These will help you induce creativity, and develop an appreciation for creating a compelling innovation strategy.

Course Objective:

This course aims to:

- Define creativity and describe the basic components of individual and team creativity.
- Describe various approaches to promoting creativity in organizations.
- Identify the basic forms and targets of innovation and the stages of the innovation process.
- Developing creative work environments.
- Turning the outcomes of the creative process into useful products, services, or work methods (Innovative outcomes).

Programme Methodology:

Exploratory.

United Arab Emirates

Emirates Towers, Level 41 Sheikh Zayed Road
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Khobar Gate Tower
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Tel.: 00966133308334

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101 Business Tower, 8th Floor
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Tel.: +966 13 361 5552

Who Should attend?

Professional employees (all levels).

Course Outline:

Day 1: Compare and contrast views on the change process, organizational culture changes and, creativity components.

Day 2: Creativity components, creativity-relevant skills and creativity process, and developing creative work environments.

Day 3: Training for thinking in a creative manner, the ability to combine ideas in a unique way and to make an unusual association.

Day 4: Turning the outcomes of the creative process into useful products, services, or work methods (Innovative outcomes). Bringing ideas to life through: an appreciation of how we can learn from others, a range of approaches for gathering deep customer insights, and a key consideration in appreciating and conveying customer value.

Day 5: Building an innovative organisation through: Approaches for challenging business models and constructing innovation strategies, approaches for stimulating and embedding innovation in your own organization, and innovation targets, product, service, process, marketing.

Course Duration Date

Time: 08:00 AM -03:00 PM **Numbers of hours:** 30 Hours

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