Developing your team's creativity
Fostering innovation

Hands-on course of 2 days - 14h
Ref.: NOV - Price 2024: €1 370 (excl. taxes)

To nurture an innovative corporate culture, creating a constructive and flexible mindset is all-important. This course will show you how to assess a team's innovative ability, experiment with key creative tools and methods, and develop an action plan for your team.

EDUCATIONAL OBJECTIVES
At the end of the training, the trainee will be able to:

Nurture a culture focused on innovation

Conduct an audit of your team or company

Optimise your team's creative intelligence

Use tools and methods to develop your creative potential

Evaluate innovation based on indicators

TEACHING METHODS

Active teaching based on discussions, an ongoing assessment and numerous implementation exercises.

HANDS-ON WORK
Self-diagnosis, simulation and implementation exercises

THE PROGRAMME

last updated: 05/2024

1) Understanding the challenges of innovation
- The difference between innovation and creativity.
- The expected benefits. Barriers and hindrances to innovation.
- Creativity as a new management style.

2) Carrying out an inventory
- Conducting an audit of your team or company.
- How the most innovative companies operate. Identifying your creative profile.
Hands-on work : Self-diagnosis.

3) Implementing an innovation process
- Choose a strategy adapted to your company and your team. Manage obstacles, space and time.
- Recognise innovation as a skill by involving human resources.
- Systematise the search for ideas.
- Optimize your team's creative intelligence.
- Strengthen open-mindedness and cohesion.
Hands-on work : Creative confidence-building games.

4) Stimulating your employees' creativity
- Methods to bring innovation to life on a daily basis.
- Relationships of trust, partnership and creativity.
- The art of asking thought-provoking questions.
- Group dynamics.
Role-playing : Practising the art of constructive questioning.

5) Developing your creative potential

- Tools, methods, advantages and limitations.
- Practise divergent thinking. Heuristic divergence. Brainwriting. The six thinking hats.
- Virtual consultant technique or role-storming.
- Convergence. Building mental maps.
- Intuition and recreational breaks.
- Reprimands and the virtues of provocation.
- Associative methods and metaphorical thinking.
Hands-on work : Application of these tools.

6) Building the innovation approach

- Analysing objectives and reformulating the problem.
- Coming up with new ideas.
- The distinction between true good ideas and false good ideas.
- The cycle: generation, protection and recycling of ideas.
- Assessment and selection of solutions. Implementation.
Exercise : Drawing up an assessment matrix.

7) Assessing innovation

- Qualitative and quantitative indicators.
- Indicators for team cohesion.
- Indicators for motivation.
- Indicators for talent retention.

8) Building an action plan

- Familiarisation with the approach.

DATES

REMOTE CLASS
2025 : 31 Mar, 12 Jun, 18 Sep, 01
Dec