



# Join the Dots

Recruiting & developing **extraordinary** people

## Developing Creativity and Innovation

### Objectives

- Understand the importance of creativity and innovation for the organisation
- Use a technique to encourage creative ideas amongst team members
- Explain barriers to creative thinking and resistance to innovation within the team
- Explain how to gain the commitment of others in moving creative ideas forward
- Evaluate creative and innovative ideas and make reasoned recommendations to managers and others



### What is it about and what will it do?

To develop knowledge and understanding of creativity and innovation as required by a practising or potential first.

### Who is it for?

Team members who want to develop the skills to think outside the box, and to develop creative solutions.

### Outline content

- The importance of creativity and innovation for organisational success
- Auditing techniques to assess an organisation's ability to innovate
- A range of different techniques for encouraging creative ideas amongst team members (e.g. brainstorming, nominal group etc.)
- Barriers to creative thinking and resistance to innovation within organisations
- Methods of leading others in a creative ideas generation and assessment process.



Join the Dots **Recruitment and Training Limited**

Development House, 64 Britannia Way, Britannia Enterprise Park, Lichfield, Staffs WS14 9UY

Telephone **Birmingham office** +44 (0)121 516 0755: **London office** +44 (0)203 892 5018

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