

CREATIVE



INNOVATION

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الاستشارات تدريب تسويق

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INTRODUCTION

People who are able to step outside the boundaries of traditional thinking generate new ideas. Solve nagging problems. Make better decisions. Get bottom-line results.

Many of us have great ideas but are afraid to try them out for fear of failure or looking foolish. Others never question the rules, the standards or "the way it's always been done." And still others just keep on doing things the same old way because it's easier.

Everyone's got the **ability to be creative** and innovate. The difference begins when you discover new ways to break through mental barriers and roadblocks and approach to problem solving, decision-making and innovation from a different path that you have always taken in order to finding solutions.

Being **innovative** is as much about **attitude** as it is about thinking up new ideas. Finding out how to overcome mental blocks, means putting a stop to self-defeating behaviors, negative self-talk and learning to see every problem first as a potential opportunity.

An idea is simply an idea until you act on it and sometimes it takes even more

creativity to get your ideas implemented than to think of them in the first place. Focus and direct your creative efforts and win over the "we've always done it this way" overcoming people's natural resistance to change.

We all can **improve** our ability to create new ideas, solve problems and even produce art. It's just that most of us have allowed our natural creativity to be smothered by messages like: "Quit being silly!" ... "Act your age!" ... "Don't make a mistake!" ... and "Color between the lines!"

Goal of this seminar: Create awareness for the specific (individual and group) roles that need to be fulfilled in creative and innovative organizational activities and enable employees to be more effective and efficient in fulfilling those roles.

This seminar is **recommended** for Managers, team leaders, directors, project managers, supervisors and staff in all industries—and anyone who has influence over the creation, adoption and implementation of new products, services and processes.

