

Course : Promoting change through creativity

Practical course - 2d - 14h00 - Ref. FAV

Price : 1590 CHF E.T.

★★★★☆ 4,6 / 5

During this course, you will learn how to promote creativity in a changing environment, manage through innovation and lead creativity or problem-solving sessions (brainstorming, tools, modeling and creative approach techniques to instill a dynamic process of change).



Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Learn about the main creativity tools and their advantages
- ✓ Facilitate a creativity session to encourage the expression of ideas
- ✓ Implement creativity techniques within the organization

Intended audience

Managers in charge of innovation or change projects, or wishing to integrate innovation as a management tool.

Prerequisites

Direct or cross-functional management experience required.

Practical details

Exercise

Interactive discussions; role-plays: conducting a creativity meeting and a change project. Group debriefing.

Course schedule

PARTICIPANTS

Managers in charge of innovation or change projects, or wishing to integrate innovation as a management tool.

PREREQUISITES

Direct or cross-functional management experience required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Defining the boundaries of creativity

- Creativity and innovation in the professional environment. What are the benefits?
- Creativity in change.
- Individual and collective reactions to change.
- Identifying and integrating change agents. The ally strategy.
- The attitude of the manager, co-creator of change.

Exercise

Open forum: introducing creativity into your organization.

2 Creativity tools

- The principles of a creativity session.
- The principle of divergence (going against) and convergence (going with).
- Get to grips with the issue: Martians, the 3h.
- Dynamic posture, concepts and techniques: brainstorming, brainwriting, mind mapping, SCAMPER...
- Sensitive posture, concept, projective and dream techniques: waking dream...
- Mixed techniques: the six hats method...
- The problem-solving process: CPS.

Exercise

Warm-up exercises on some creativity tools.

3 Change management techniques

- Creative breaks and warm-ups.
- The sorting dilemma.
- Comparing solutions with creative platforms.
- Facilitate a creativity session.
- Keep track.

Role-playing

Facilitation of part of a creativity session on a change issue.

4 Managing creativity and change

- Promote creativity within the organization.
- Create a discourse around change.
- Convincing people of the benefits of an idea.
- Encourage employees to think differently.
- Understand and overcome resistance through constructive exchanges.
- Build intelligent, practical resources using existing expertise.

Group discussion

Checklist of essentials for a creativity session on change. What to do when you get back?returnchariot

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.