



Creative Thinking and Innovation

Concepts and tools for boosting creativity and innovation in
individuals, teams and organisations
2-day workshop

“Why is achieving and sustaining growth so hard? One popular answer is to blame managers for failing to generate new growth—implying that more capable and prescient people could have succeeded. The solve-the-problem-by-finding-a-better-manager approach might have credence if failures to restart growth were isolated events. Study after study, however, concludes that about 90 percent of all publicly traded companies have proved themselves unable to sustain for more than a few years a growth trajectory that creates above-average shareholder returns.”

Clayton Christensen, Winner of 2011 Thinkers50 Innovation Award

Creative Thinking and Innovation Workshop

- How can you and your team become more creative in solving business challenges?
- How can you bring innovation into your daily activities to achieve better results?
- What can you offer new to your customers/stakeholders and how do you innovate in delivering value to them, while increasing your company's profitability?

Innovation is the creation of better or more effective products, processes, technologies, or ideas (therefore is different from ideation or invention). **Creativity** is just one component of innovation - the other one is the analytical thinking, expressed in strategy and execution.

The **creative thinking skills** – our ability to find new combinations and solutions that depart from the status quo – can be enhanced. This workshop aims to **empower participants with pragmatic tools and techniques** to enhance creativity and innovation in their organization to **obtain superior results**.

Course duration: 2 days

Target group: top and middle management, entrepreneurs, NGOs, public sector

Workshop objectives

- **Enhance performance and results** through innovation and creative thinking
- Learn **practical frameworks and tools** that can be used by participants to help them structure successful innovation in various areas of the business
- Explore different techniques for **managing creative organisations** (for example: managing stakeholders resistance and scepticism, educating teams to become more innovative etc.)
- Contribute to the development of an **environment of creativity and innovation** in the organization

Workshop format

The 2-day workshop will have 4 working sessions each, containing:

- Interactive sessions of **questions and answers**
- Short introduction to various creativity and innovation **concepts**
- **Case studies** (including video cases) from a selection of industries
- Explanation of the **frameworks and tools**
- **Application** of tools to real and relevant issues
- **Group presentations** and debrief
- **Key learning points** (“how can I apply this in my organisation?”)

Our methodology includes references to external examples of companies that have been successful at one or more aspects of innovation. We introduce these cases to reinforce the learning and to facilitate discussion on a “neutral” example, before bringing the focus on your organization.

Workshop Agenda

1.1.1 Day 1: From individuals to teams

09:00 – 10:30

Session 1: Introductions and objective setting

- Welcome and introduction of the participants
 - **Method: Four Drawings** visual introductions
- Where are creativity and innovation expressed in your organization? Where do they perform well and less well? What kind of issues could be solved using creativity and innovation tools?
 - **World Café (exercise):** group discussions followed by presentations

[Coffee break]

11:00 – 12:30

Session 2: Creativity and innovation

- Creativity and innovation –concepts, types and examples
- The components of creativity
 - How can tools help us think creatively?
- **Brainwriting (exercise)**
- Introduction to types of innovation

[Lunch break]

13:30 – 15:00

Session 3: The individual, creativity and innovation

- How can we learn to be more creative as individuals?
 - Testing your creativity (exercise)
- **Creativity and visual thinking**
 - Working with groups and tools
 - **Mind Mapping (exercise):** from unstructured ideas to a clear way forward

[Coffee break]

15:30 – 17:00

Session 4: Creativity in teams

- Working creatively in teams on issues related to innovation
- **Creative groups and processes**
 - Team members characteristics
 - Roles within the team and key success factors in team based innovation
- **Six Thinking Hats (exercise)**

1.1.2 Day 2: From creativity to innovation

09:00 – 10:30

Session 1: Process innovation

- Creating superior value by innovating internal and external processes
- Case studies: organisational structure, process and innovation
 - Blue versus Green within the organisation – control versus delegation
 - **Tool: Stakeholder Experience Cycle**

[Coffee break]

11:00 – 12:30

Session 2: Product and service innovation

- **Innovation and customer focus**

- The process behind creating new products and services
 - **Tools:** Six Paths Framework

[Lunch break]

13:30 – 15:00

Session 3: Business model innovation

- The profitability impact of business model innovation
- Integrating the Value Proposition in the business model
- The Business Model Generation framework
 - **Tool:** Business Model Canvas

[Coffee break]

15:30 – 17:00

Session 4: Creating a culture of innovation

- How (NOT) to kill creativity – managing intrinsic motivation
- Do's and don'ts in the management process
- Managing stakeholders scepticism
 - **Method:** group discussions and presentations
- Review of tools and processes
 - Next steps: How can your organization take forward the lessons learned and issues identified in this workshop?

Materials

The participants will be offered course materials consisting of the handbook of concepts and tools in a “do-it-yourself” format.

About Us

Six Paths Consulting is a strategy and innovation consulting firm that helps companies **grow profitably**. We collaborate with our clients to build innovation capabilities, devise growth strategies, create better products and services and reinvent business models. For more information, please visit <http://sixpathsconsulting.com>

The facilitator

Ioan Carpus is the Founder and Managing Partner of Six Paths Consulting. Ioan's expertise is strategy and innovation, helping companies pursue organic growth by optimizing their portfolio strategy and by innovating with them to create profitable business models, appealing products and services and amazing customer experiences. The second pillar is organisation, enabling companies to innovate systematically to stay ahead of the game, by strengthening their innovation capabilities and by driving culture change. Recent clients include Heineken, AstraZeneca, Bridgestone, Goodrich, Money Supermarket, Eurocontrol and Materialise.

Prior to this, Ioan was Senior Fellow at Malaysia Blue Ocean Strategy Institute, an advisory body to the Malaysian government, where he worked with Prof. W. Chan Kim, the author of Blue Ocean Strategy.

Ioan has an MBA from INSEAD (France / Singapore) and an LLB from the Al. I. Cuza University. He is a Blue Ocean Strategy certified practitioner by the INSEAD Blue Ocean Strategy Institute.