



Creativity & Innovation Workshop

Develop the individual, team, leadership and organizational competencies necessary for unlocking creativity and innovation

2 Day Workshop for Individuals, Teams & Leaders

The “Creative Economy” has emerged as the key driver of economic and social development in the 21st century. This shift has created unprecedented opportunities for companies around the world to compete in the global marketplace. Now more than ever, organizations need to focus on attracting and developing creative talent in order to remain relevant.

Creativity is a process that leads to the generation of novel and potentially useful ideas, processes and products while innovation is the process by which these creative outputs are disseminated. At C Global Consulting we believe that every person can learn the skills of creativity and innovation and that the primary challenge facing organizations is to create the conditions where such processes can flourish. Building on recent advances in knowledge from neuroscience and the psychology of creativity, we offer a number of customizable creativity workshops that incorporate WholeBrain Creativity Assessment (NBI©) tools to enhance our client’s creativity and innovation competencies.

Key Workshop Takeaways...

- The Business Case for Creativity & Innovation
- WholeBrain Creativity Thinking Preferences Assessment (NBI©)
- A Creativity & Innovation Process Model
- Creative Problem-Solving Techniques & Skills
- Understanding the Link between Creativity & Innovation
- The Key Dimensions that Facilitate a Climate for Organizational Creativity and Innovation
- Understanding the Mechanisms of How Innovation is Diffused



What would you change?

C Global’s workshop on Creativity and Innovation is designed to provide an introductory training for individuals, teams and leaders in the knowledge, skills and processes of creativity and innovation. During this dynamic and highly experiential workshop, participants will be exposed to a variety of tools and skills needed for boosting their creativity and innovation effectiveness. Programs can be offered in customized or turn-key formats and can also be offered in a variety of lengths.

High Level Two-Day Workshop Outline

DAY ONE (Morning)	DAY ONE (Afternoon)
Unity in Diversity Circles	WholeBrain Creativity Assessment (NBI©)
Business Case for Creativity & Innovation	Creative Problem-Solving Techniques Activity
Creativity and Innovation Questionnaire	Debriefing Activity
Creativity and Innovation Process Model	Closing Reflections
DAY TWO (Morning)	DAY TWO (Afternoon)
Opening Reflections	Introduction to Action Learning Module
Climate for Creativity & Innovation Activity	Action Learning Module 1
The Creativity & Innovation Link	Action Learning Module 2
Innovation Diffusion Mechanisms	Next Steps and Closing Reflections

For More Information, Pricing & Customization:

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