

# Generating Ideas

Intensive ½ day in-house course

A kick start to creativity for those in a hurry

## Overview of course content

### The nature of creativity

- Test yourself to find out how creative you already are.
- Discover where ideas come from and how to create the ideal environment for creativity.
- Learn how the creative process works.
- What do you need to be more creative, how can this benefit you, your team, your department and your company.
- The framework for creativity - learn when it is appropriate to be creative or take a risk.

### Creative problem-solving techniques

- Learn the techniques to solve problems creatively, including word associations, Mind Mapping and overview of the Six Thinking Hats® approach.

### An introduction to Mind Mapping

- Learn about this highly versatile and useful tool for encouraging the creative flow of thoughts.
- Discover the benefits of Mind Mapping as a group - a highly effective way of capturing everyone's thoughts.

### Action Planning

- Think about what you have learnt and how you will use these new skills in the future.

## How can I take this programme?

**In-house courses** - suitable for organisations that want to develop teams or groups of individuals from across the organisation. Programmes can be geared towards your organisation or industry sector with relevant activities, examples and case studies. Discuss your needs with an account manager on 01753 866633 or email [inhouse@illumine.co.uk](mailto:inhouse@illumine.co.uk).

## Key benefits

Generate quality, innovative ideas quickly

Can be delivered at short notice and used to solve real business issues

Ideas initiated within your organisation have better ownership and are more unique

## Who is this course for?

If you want to learn quickly how to generate more ideas, better solutions and innovative results, then this is the programme for you.

Anyone that needs to be more creative and innovative in their way of thinking, including: team members, team leaders, those responsible for innovation, product development, research, development specialists, marketing professionals



## What's it all about?

Do you ever find yourself needing to generate new ideas quickly? Anything, from a new business challenge to something not going to plan. In these situations you may resort to brainstorming. However, this is only one of many techniques that you should be using.

The Generating Ideas Programme introduces you to the creative process. You will learn a broad range of creativity tools and, if required, how to use these to tackle a current business issue. This programme lends itself especially well to teams, groups, events and away days. It can be delivered at short notice to deal with an immediate business challenge or tailored to target a specific business issue.

## Duration and format

A focused half day in-house programme.