

# An Introduction to Creativity and Innovation



This workshop focuses on tapping into your personal creativity to enable you to innovate new ways of solving problems or taking advantage of opportunities. This highly interactive, experiential workshop will relate creativity and innovation concepts to our role and the needs of the College. You will:

- Explore the models of creativity and innovation
- Rediscover your own personal creativity
- Understand the four major creative roles
- Identify your creative strengths and weaknesses

## Who Will Benefit?

Anyone who wants to maximise creative or innovative potential

## Course Outline

- Creativity myths and paradigms
- Concepts, definitions, and models of creativity and innovation
- Creative role
- Identifying your own personal creative style
- Right-brain and left-brain integration: whole-brain thinking
- Divergent and convergent thinking tools
- Practical applications of the tools to your situations

## Duration

½ Day

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