

Creativity and Innovation



Business is facing changes like never before. Numerous driving forces to these changes included a rapidly expanding marketplace (globalization), an increasing competition, the diversity among consumers, and availability to new forms of technology. Therefore, creativity and innovation are often keys to the success of a business, particularly when strategizing during strategic planning, and when designing new products and services. Creative thinking and innovation are particularly useful during strategy planning (when strategizing) and in Product and Service Management (when designing new products and services).

Objectives

- To guideline participants reaching a wider vision so as to allow higher levels of creativity
- Equip the participants with a clear method for innovation and with items that needed to concern

Target Audience

- Staff who may involve in decision making, making advises to company's strategy or designing products and services.

Details

- Widening your vision for space of creativity
- Optimism and creativity
- Brainstorming
- Practice of Innovation
- Qualities of an Innovator
- Creativity and Applicability

Methodology

- Presentation and experience sharing

Venue

- ACI training centre