



Bottom Line Innovation Associates, Inc.

We help organizations develop innovation as a core competency, and this 1-day workshop, *Foundations of Creativity & Innovative Problem Solving*, is one major component. Viewing Innovation as a core competency means approaching innovation as a *system* and not just a series of events. We offer training in creative thinking and innovation processes to your staff, and we can help your leaders learn how to better *lead innovation* so that innovation becomes part of your company culture. Our client list reads like the Fortune 100, including giants in chemicals, high tech, retailing, travel, foods, financial services, entertainment, and others.

About This Workshop

This workshop is meant for every employee who wants to become better at thinking out of the box as they solve problems. It is a prerequisite for our course, "Developing Leaders of Innovation." It is "basic training" in creativity and innovation, and is the entry point for organizations as they become more innovative. Participants will learn how to define the right problem, and then learn tools that help them think of innovative solutions to problems.



The Workshop Agenda

- I. Three arenas of Innovative Organizations
- II. Experience the Power of Thinking "Out Of The Box."
- III. Basic Principles of Creativity
 - Avoiding the Pitfalls
 - Problem Definition
 - Brainstorming
 - Pattern-Breaking Thinking
- IV. Your Creativity Style; Valuing the Diversity of Thinking Style
- V. Tools to Spark Breakthrough Ideas
 - The Five "Kickers"
 - Practice using the tools on problems from participants to build skill
- VI. Develop Your Goals and Path Forward

Bottom Line Innovation Associates, Inc.

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Rev 081204

Education

Foundations of Creativity & Innovative Problem- Solving

This one-day workshop will teach you the fundamentals of creative thinking and innovative problem-solving

Bottom Line
INNOVATION
Associates
Improving the bottom line...*Innovatively*™

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The Problem

Top leaders realize that people must think "out of the box" more often to help growth through innovation. Thinking creatively is a skill that can be learned, yet few have been taught how.

The Solution

Everyone in your organization needs to learn the basic concepts of creative thinking, and to believe that they themselves can learn to think more creatively as they solve tough problems. *Foundations of Creativity & Innovative Problem-Solving* will meet this need. The basic knowledge as well as the practical experience given in this workshop will better equip everyone to think more creatively as they tackle problems in their own work arena.

The Learning Strategy

From the first few moments of this workshop, participants discover that they too can think more creatively, creating ideas that they never dreamed they might. Armed with this belief that they can produce more creative ideas, we develop an appreciation of the most common pitfalls and ways to avoid them.

Participants select a problem area of high interest to the group, and will learn and then apply a process to define the "right" problem before beginning to solve it. With the problem defined, participants will use it as they practice the thinking tools. This way they gain practice using the tools on a real issue of importance to them. They may very well develop actionable ideas to solve the problem during this practice.

1. Must your organization be more innovative to meet stretch goals?
2. Would you like employees to easily think out of the box?
3. Would it be worth one day of their time to learn how?

Participants will learn how to think "out of the box" using pattern-breaking tools. Our consultant will provide facilitated practice using these techniques to help build skill. Like learning to play a musical instrument, it's the practice that counts. Next we teach the important concept of "Creativity Style." Participants will discover their own styles based on a questionnaire they complete

before the workshop. These concepts will help participants reduce stress in their jobs, and will help them find the right work partner to do a better job with less effort. This knowledge also builds true value for the diversity of styles present among co-workers, and helps build stronger teams.

Materials

Every participant gets a copy of the 77-page workshop manual, the creativity style instrument, a copy of "Blueprints for Innovation" book, and a shirt pocket reminder booklet that summarizes the tools and principles learned during the workshop.

Certification

We offer certification for your internal facilitators allowing you to conduct this workshop in-house.

The logo for Bottom Line INNOVATION Associates features the words "Bottom Line" in a black serif font with a registered trademark symbol, "INNOVATION" in a large, bold, black sans-serif font, and "Associates" in a smaller, black sans-serif font below it. To the left of the text is a vertical green bar with a white wavy pattern.

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