

# Developing your team's creativity

## Fostering innovation

Hands-on course of 2 days - 14h  
Ref.: NOV - Price 2024: CHF1 530 (excl. taxes)

To nurture an innovative corporate culture, creating a constructive and flexible mindset is all-important. This course will show you how to assess a team's innovative ability, experiment with key creative tools and methods, and develop an action plan for your team.

### EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Nurture a culture focused on innovation
- Conduct an audit of your team or company
- Optimise your team's creative intelligence
- Use tools and methods to develop your creative potential
- Evaluate innovation based on indicators

### TEACHING METHODS

Active teaching based on discussions, an ongoing assessment and numerous implementation exercises.

### HANDS-ON WORK

Self-diagnosis, simulation and implementation exercises

## THE PROGRAMME

last updated: 05/2024

### 1) Understanding the challenges of innovation

- The difference between innovation and creativity.
- The expected benefits. Barriers and hindrances to innovation.
- Creativity as a new management style.

### 2) Carrying out an inventory

- Conducting an audit of your team or company.
- How the most innovative companies operate. Identifying your creative profile.

*Hands-on work* : Self-diagnosis.

### 3) Implementing an innovation process

- Choose a strategy adapted to your company and your team. Manage obstacles, space and time.
- Recognise innovation as a skill by involving human resources.
- Systematise the search for ideas.
- Optimize your team's creative intelligence.
- Strengthen open-mindedness and cohesion.

*Hands-on work* : Creative confidence-building games.

### 4) Stimulating your employees' creativity

- Methods to bring innovation to life on a daily basis.
- Relationships of trust, partnership and creativity.
- The art of asking thought-provoking questions.
- Group dynamics.

*Role-playing* : Practising the art of constructive questioning.

### PARTICIPANTS

Any manager seeking to foster innovation within their team.

### PREREQUISITES

Basic knowledge of group facilitation and motivation techniques.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

### 5) Developing your creative potential

- Tools, methods, advantages and limitations.
- Practise divergent thinking. Heuristic divergence. Brainwriting. The six thinking hats.
- Virtual consultant technique or role-storming.
- Convergence. Building mental maps.
- Intuition and recreational breaks.
- Reprimands and the virtues of provocation.
- Associative methods and metaphorical thinking.

*Hands-on work* : Application of these tools.

### 6) Building the innovation approach

- Analysing objectives and reformulating the problem.
- Coming up with new ideas.
- The distinction between true good ideas and false good ideas.
- The cycle: generation, protection and recycling of ideas.
- Assessment and selection of solutions. Implementation.

*Exercise* : Drawing up an assessment matrix.

### 7) Assessing innovation

- Qualitative and quantitative indicators.
- Indicators for team cohesion.
- Indicators for motivation.
- Indicators for talent retention.

### 8) Building an action plan

- Familiarisation with the approach.

## DATES

---

### REMOTE CLASS

2025 : 31 Mar, 12 Jun, 18 Sep, 01  
Dec