

# Creativity and Innovation for Business Success



## WHEN

As agreed by client

## COURSE PRESENTATION

Instructor/Facilitator-led  
and presented in English.  
Course materials (slides  
and notes) are in English.

## MODE OF DELIVERY

In person  
or  
Virtual

## DURATION

2 Days

## CERTIFICATION

A completion certificate  
is awarded to all  
participants

## INTRODUCTION

The world is undergoing tremendous change and organisations must continue to adapt or be disrupted by the advent of new entrants, technological advancement, changes in consumer behaviour and global/local shifts in expectations. This calls for new ways of improving the ability to harness the creativity and innovation potential within the business ecosystem.

This program will help you unearth the innovation skills within your team and focus your organisation towards entrenching a culture of innovation. It is part of our **INNOVATE Series** of performance improvement program.

The **INNOVATE Series** are based on the experiential learning paradigm, which have proven to be best suited for performance improvements in many functional roles within organisations. The experiential learning model infuses several elements; role play, short presentations, “facipulation”, reflective practice, mental games and physical games and exercises. These are deployed by experienced and certified leaders in the respective professional fields of endeavour.

Your team will develop a social appropriation of innovation – a key ingredient for long-term business success.



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## Course Content

This Course comprises of three modules based on the International Association of Innovation Professional's (IAoIP) current Body of Knowledge.

### **The role of Creativity in business**

- Development of creative ideas and opportunities for business growth
- Use of creative and analytical thinking
- Barriers to innovative thinking and solutions
- Lateral thinking techniques (including principles to raise innovation levels)

### **Deploying new innovations in business (using business examples)**

- Definition and description of innovation (the why, what, how, who, and when, are answered using business examples)
- Types of innovation
- Impacts of innovation on a business
- Successful entrepreneurship and innovation
- Factors that help a business to innovate

### **Innovation principles and practices**

- Creation of new products and services for greater profitability and viability
- Innovative practices for business efficiency

## Who should attend

- Small and medium business owners who wish to accelerate their growth through innovation.
- Entrepreneurs who need to explore the path to business success through innovation.
- Inventors who have product, service, process, or business idea they wish to improve.
- Individuals, employees or consultants who wish to learn powerful Innovation skills
- Anyone interested in doing things better, faster, cheaper, more easily,



**For Course Fee, Booking and Enquiries**

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