

Creativity and Innovation Masterclass



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

PRICE

₦ 55,000
per participant

CERTIFICATION

A certificate is awarded to all candidates who meet a standard of 60% or higher for participation in group tasks and 60% or higher for an individual written course assessment). Successful completion also earns the Associate Membership of the Association of Innovation Professionals of Nigeria.

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.



Association of Innovation Professionals of Nigeria



EASYDATA
RESOURCES LIMITED

Course Content

This Course comprises of three modules based on the International Association of Innovation Professional's (IAoIP) current Body of Knowledge for Certification as a *Certified Professional Innovator*

Module 1 – Understanding Creativity & Innovation

- Introduction to Creativity and Innovation
- Personal creativity and productivity
- Creativity tools
- Process, and practice of Innovation

Module 2 - Innovation Methods (Understanding Design Thinking)

- Innovation tools and methods
- Types of Innovation
- Elements of design thinking
- Design thinking workshop in practice (Capstone project)

Module 3 – Innovation Management

- Innovation and entrepreneurship
- Managing the development of Innovation ideas
- Leadership and Innovation

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, or more effectively.



For Course Fee, Booking and Enquiries

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