

# **Program Name: Developing Creative and Innovative Organizations**

**Duration of the Program: 2 Weeks, Residential Program**

## **1. Programme Rationale :**

The companies that have done the best over the long haul are those who are the most creative and innovative. These organizations do not copy what others do; instead, they may use innovative ideas from others as a spring board to come up with a unique application, product, or service for themselves. They tend to distance themselves from the competition rather than compete with them. If they see another company copying what they do, they create something new and better. In other words, they are able to leverage their creativity and their innovative capabilities to attain long-term success.

In fact, all companies can be more creative and innovative no matter what their expertise, product, or service. When we apply creativity and innovation to every aspect of our business, we are able to stay ahead of a changing marketplace and the competition.

The more creative and innovative our team members and we are, the more long-term success we will achieve. So rather than constantly chase "the next big idea" in our industry, bring creativity and innovation to what we're currently doing. When we do, we will be regarded as an industry innovator - the one our competitors are trying to copy. Creativity and innovation within a well-run companies have always been recognized as a sure path to success. Stimulating creativity and exploring completely new and unknown before territories lead as result to increasing the productivity of the organisation.

Creativity improves the process of solving problems. It doesn't matter if we are talking about developing a new strategy or an innovative way to stay ahead of the competition. Creative problem solving gives that competitive edge that any business is striving to achieve.

## **2. Programme Objective:**

The workshop enables the participants to:

- Validate key concepts of innovation and value creation.
- Recognizing and honing creative potential.
- Through interactive sessions and case studies, apply proven techniques for driving innovation to gain competitive advantage at marketplace.
- Think laterally and moving from good to great.
- Understanding three important levels of creativity, which are discovery, invention, and creativity and also levels of innovation which are incremental innovation, breakthrough Innovation and transformational innovation.

### **3. Programme Contents:**

1. Conceptualizing the term "CREATIVITY"
2. Critical features of Creativity
3. Socio-Cultural, Nature- Nurture aspects
4. Essential of Innovation
5. Key features of Innovative organizations
6. Barriers to Creativity and Innovation
7. Case studies of Creative and Innovative organisations
8. Strategies for increasing Creativity and Innovation.
9. Encouraging Creativity and Innovation in work place.
10. Leveraging Employee Creativity and Innovation

### **4. Instructional Strategy:**

In the program which will be conducted in a highly interactive workshop mode will have the following training strategies- Interactive Lectures, Interactions with Industry experts, Success stories from Indian Industries and key learnings, Role plays, Panel discussion, Assignments, Indian and global case study, Team Project work, Presentations, Industry visits and visit to historical and cultural sites of interest.

### **5. Participant Eligibility:**

Target Group for the programme are the Executives at Middle & Senior Level of the Organization.

### **6. Participant Qualification:**

Participants shall be Graduates and above.