MERCURY

Creativity and Innovation: Level 4 Course

11 – 15 January 2027
Barcelona (Spain)



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Creativity and Innovation: Level 4 Course

Ref: 15706_1079926 **Date:** 11 – 15 January 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction:

The Level 4 Creativity and Innovation course empowers participants with advanced techniques and strategies to foster creative thinking and innovative problem-solving in dynamic environments. It delves into the core principles of creativity, exploring how to harness and apply them effectively in individual and team settings. Participants will gain insights into the innovation process, from ideation to implementation, enabling them to drive transformative change within their organizations.

Through interactive sessions, case studies, and practical exercises, this Level 4 Creativity and Innovation course equips learners with the tools to cultivate a culture of creativity and lead innovation initiatives that deliver impactful results. Whether you want to enhance your creative capabilities or lead innovative projects, It provides the expertise and guidance required to excel in today's competitive landscape.

Understanding the process of creativity and innovation is fundamental to fostering a progressive environment. This Level 4 Creativity and Innovation course dissects the journey from the moment of inspiration to realizing innovative outcomes. Participants will explore many creativity and innovation techniques and the strategic importance of nurturing these skills within a business context to maintain a competitive edge and drive organizational success.

Targeted Groups:

- Mid to Senior-Level Managers.
- Team Leaders and Supervisors.
- Innovation Officers and Strategists.
- Research and Development Professionals.
- Product Development Managers.
- Entrepreneurs and Business Owners.
- Creative Directors and Designers.
- Professionals in Marketing and Branding.
- Organizational Development Specialists.

Course Objectives:

At the end of this Level 4 Creativity and Innovation course, the participants will be able to:

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- Enhance creative problem-solving skills for complex challenges.
- Develop strategies to foster innovation within teams and organizations.
- Apply design thinking methodologies to drive innovative solutions.
- Cultivate a culture of creativity and innovation in the workplace.
- Improve decision-making processes through creative and critical thinking.
- Lead and manage innovation projects effectively.
- Encourage collaborative creativity and cross-functional innovation.
- Identify and mitigate risks associated with innovative initiatives.
- Strengthen the ability to translate ideas into actionable plans.
- Drive continuous improvement and adaptability in dynamic environments.

Targeted Competencies:

At the end of this Level 4 Creativity and Innovation training, the participants competencies will be able to:

- Advanced Creative Thinking.
- Strategic Innovation Management.
- Problem-solving and Decision-Making.
- Design Thinking and Ideation.
- Leadership in Innovation.
- Change Management.
- Collaborative Creativity.
- Critical Thinking.
- Risk-Taking and Experimentation.
- Strategic Vision and Planning.

Course Content:

Unit 1: Foundations of Creativity and Innovation:

- Explore the key concepts of creativity and innovation.
- Understand the psychology behind creative thinking.
- Analyze the impact of innovation on organizational success.
- Discuss the barriers to creativity and how to overcome them.
- Introduce the principles of creative leadership.

Unit 2: Advanced Creative Thinking Techniques:

- Master brainstorming and mind-mapping methods.
- Apply lateral thinking for unconventional solutions.
- Utilize SCAMPER and other creativity tools.
- Explore techniques like reverse thinking and role-storming.
- Practice creative problem-solving in real-world scenarios.

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Unit 3: Design Thinking and Ideation:

- Understand the principles of design thinking.
- Learn the stages of the design thinking process.
- Engage in empathy-driven innovation.
- Generate and prototype innovative ideas.
- Test and refine solutions based on user feedback.

Unit 4: Leading and Managing Innovation:

- Develop strategies for leading innovation in organizations.
- Foster a culture that supports creative risk-taking.
- Manage innovation teams and cross-functional collaboration.
- Identify and nurture intrapreneurial talent.
- Balance innovation with operational efficiency.

Unit 5: Implementing and Sustaining Innovation:

- Translate creative ideas into actionable plans.
- Address challenges in the execution of innovative projects.
- Measure the impact of innovation on business outcomes.
- Sustain innovation through continuous improvement processes.
- Learn from case studies of successful and failed innovations.