



## Creativity and Innovation: Level 2 Course

03 - 07 Feb 2025  
Casablanca (Morocco)



# Creativity and Innovation: Level 2 Course

**Ref.:** 15555\_314699 **Date:** 03 - 07 Feb 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

## Introduction:

Throughout this course, you'll be encouraged to engage in hands-on activities, discussions, and reflections to deepen your understanding and apply concepts in practical contexts.

By the end of our journey together, you'll not only have expanded your creative toolkit but also gained valuable insights into unleashing your potential as a catalyst for innovation in your personal and professional life. Get ready to unlock your creativity and embark on a journey of discovery and innovation!

## Targeted Groups:

The training is intended for:

- Professionals and Leaders.
- Creatives and Artists
- Students and Educators
- Startups and Entrepreneurs
- HR and Learning & Development Professionals
- Consultants and Change Agents
- Community and Social Impact Leaders
- Life-long Learners and Curious Minds

## Training Objectives:

- **Deepen Understanding:** Enhance participants' understanding of creativity and innovation by exploring their nature, theories, and underlying psychological principles.
- **Cultivate Creative Thinking:** Foster participants' ability to think creatively, generate innovative ideas, and approach challenges with a fresh perspective.
- **Develop Problem-Solving Skills:** Equip participants with a diverse set of problem-solving tools and techniques to address complex issues and overcome obstacles effectively.
- **Promote Innovation Culture:** Enable participants to create and nurture a culture of innovation within their organizations or communities, fostering an environment where creativity thrives, and new ideas are embraced.
- **Encourage Experimentation:** Empower participants to embrace experimentation, risk-taking, and failure as integral parts of the innovation process, fostering a mindset of continuous learning and improvement.
- **Inspire Collaboration:** Encourage collaboration and interdisciplinary thinking, recognizing that diverse perspectives and expertise can fuel innovation and lead to breakthrough solutions.
- **Apply Learning to Real-World Contexts:** Provide opportunities for participants to apply theoretical concepts and frameworks to real-world scenarios and case studies, gaining practical insights into how creativity and innovation drive success across various domains.
- **Facilitate Personal Growth:** Support participants' personal growth and development by fostering self-awareness, resilience, and a growth mindset, empowering them to unleash their full creative potential.
- **Promote Ethical and Responsible Innovation:** Emphasize the importance of ethical

considerations and responsible practices in innovation, ensuring that participants understand the broader societal implications of their creative endeavors.

- Empower Participants as Change Agents: Inspire participants to become catalysts for positive change in their organizations, communities, and beyond, leveraging their creative abilities to tackle pressing challenges and create a brighter future for all.

## Targeted Competencies:

- Creative Thinking: Cultivate the ability to think divergently, generate innovative ideas, and connect seemingly unrelated concepts to solve complex problems creatively.
- Critical Thinking: Enhance critical thinking skills to evaluate ideas, assess risks, and make informed decisions in the innovation process.
- Problem-Solving: Develop proficiency in applying various problem-solving methodologies and frameworks to address challenges effectively and identify opportunities for improvement.
- Adaptability: Build resilience and adaptability to navigate uncertainty and change, embracing ambiguity as an opportunity for growth and innovation.
- Collaboration: Foster collaboration and teamwork skills, including effective communication, active listening, and conflict resolution, to harness the collective intelligence and creativity of diverse teams.
- Creativity Tools and Techniques: Acquire a toolkit of creativity-enhancing methods and techniques, such as brainstorming, mind mapping, and design thinking, to stimulate innovation and generate breakthrough ideas.
- Innovation Management: Gain insights into the principles of innovation management, including idea generation, selection, implementation, and evaluation, to drive successful innovation initiatives.
- Leadership and Influence: Develop leadership skills to inspire and motivate others, foster a culture of innovation, and champion creative initiatives within organizations and communities.
- Entrepreneurial Mindset: Cultivate an entrepreneurial mindset characterized by curiosity, resilience, resourcefulness, and a willingness to take calculated risks in pursuit of innovative solutions.
- Ethical Decision-Making: Understand the ethical implications of innovation and develop the ability to make responsible decisions that consider the interests of stakeholders and society as a whole.
- Continuous Learning: Embrace a mindset of lifelong learning and continuous improvement, seeking out new knowledge, skills, and experiences to stay adaptive and innovative in a rapidly evolving world.
- Innovation Communication: Enhance communication skills to effectively articulate and present innovative ideas, compellingly convey their value proposition, and garner implementation support.
- By targeting these competencies, the course aims to empower participants with the multifaceted skills and capabilities necessary to thrive as creative thinkers, innovators, and change agents in today's interconnected and rapidly changing world.

## Course Content:

### Unit 1. Understanding Creativity:

- Introduction to Creativity: Exploring the nature of creativity, its significance, and common misconceptions.
- The Creative Process: Understanding the stages of the creative process and the factors that influence creativity.

- Psychological Foundations: Delving into the psychology of creativity, including cognitive processes, personality traits, and environmental influences.

## **Unit 2. Fostering Creative Thinking:**

- Cultivating Creativity: Techniques for enhancing creative thinking, overcoming blocks, and fostering a creative mindset.
- Divergent and Convergent Thinking: Understanding the balance between generating diverse ideas and converging on viable solutions.
- Creative Problem-Solving Methods: Introduction to various problem-solving methodologies, such as brainstorming, SCAMPER, and Six Thinking Hats.

## **Unit 3. The Innovation Landscape:**

- Introduction to Innovation: Defining innovation and exploring its importance for individuals, organizations, and society.
- Types of Innovation: Examining different forms of innovation, including product innovation, process innovation, and business model innovation.
- Innovation Ecosystems: Understanding the interconnected networks of individuals, organizations, and institutions that drive innovation.

## **Unit 4. Driving Innovation Culture:**

- Creating a Culture of Innovation: Strategies for fostering an organizational culture that encourages creativity, experimentation, and risk-taking.
- Leadership for Innovation: Exploring the role of leaders in championing innovation, inspiring teams, and removing barriers to creativity.
- Building Innovation Teams: Best practices for assembling diverse, interdisciplinary teams and fostering collaboration and synergy.

## **Unit 5. Implementing Creative Solutions:**

- Structuring audit reports.
- Idea Generation Techniques: Exploring a range of ideation methods, including design thinking, ideation games, and lateral thinking.
- Prototyping and Iteration: Strategies for rapid prototyping, testing ideas, and iterating based on feedback to refine solutions.
- Overcoming Resistance to Change: Addressing common barriers to innovation and implementing strategies for overcoming resistance and driving adoption.

## **Unit 6. Ethical and Responsible Innovation:**

- Importance of follow-up activities.
- Ethics in Innovation: Examining ethical considerations in innovation, including privacy, fairness, and the responsible use of technology.
- Social Impact and Sustainability: Exploring the potential positive and negative impacts of innovation on society and the environment.
- Responsible Innovation Practices: Best practices for integrating ethical considerations into the innovation process and promoting responsible innovation.

## **Unit 7. Case Studies and Applications:**



Istanbul - Turkey: +90 539 599 12 06

Amman - Jordan: +962 785 666 966

WhatsApp London - UK: +44 748 136 28 02

- Real-World Case Studies: Analyzing examples of successful innovation initiatives across various industries and sectors.
- Application Exercises: Engaging in hands-on activities, simulations, and group projects to apply course concepts to real-world scenarios.
- Reflection and Integration: Reflecting on learning experiences, identifying personal insights, and developing action plans for applying newfound knowledge and skills.



**Registration form on the :  
Creativity and Innovation: Level 2 Course**

**code:** 15555 **From:** 03 - 07 Feb 2025 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

**Delegate Information**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Company Information**

Company Name:

Address:

City / Country:

**Person Responsible for Training and Development**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Payment Method**

Please invoice me

Please invoice my company