



# Creativity & Innovation

Improvistional theatre is a unique type of theatre which is only successful if the players are able to work as an open, smoothly functioning, innovative and creative team. Through fostering group dynamics and encouraging individuality, players are able to take great risks while feeling supported, safe and heard. Improvistional theatre is a style of theatre that has been around for decades but has only recently begun to be used in other spectrums. It has proven to be effective in a variety of different settings because it is exceptionally successful in garnering communication, building group functionality, and increasing flexibility in rapidly changing situations.

There are two main goals for this workshop. The first is to foster active listening and smoother communication between colleagues across environments. The second is to experientially learn creative and innovative techniques for succeeding both as a leader and as a team member in dynamic and spontaneously changing circumstances. This is an interactive, hands-on workshop based on adult learning principles and designed to be thought-provoking, engaging, and fun.

## Learning Objectives:

- What is creativity and Innovation?
- Develop the mindset, skillsets, and toolsets of highly creative people
- Explore some of the thinking strategies of innovation and to apply it to your everyday work. Overcoming the harshness of fear, perfectionism, and criticism
- Develop creativity and innovation skills: How to formulate ideas, evaluate ideas and turn ideas into action.
- How to exercise creative thinking methodologies to produce ideas and solutions
- How to use creative thinking methods to nurture innovation and improve systems, products and process.
- Create a culture of innovation by increasing your team's capacity to experiment.
- Reinforce the beliefs and behaviors of creative teams and organizations.
- Consider how the organizational structure in place fosters (or inhibits) innovation
- Identify recommended best practices for fostering innovation



## Course Outline

### Module 1: Innovation and Why It's Needed

- Are you an Innovator?
- Why Develop Innovation

### Module 2: Barriers to Innovative Thinking

- The Pareto Principle
- 4 Enemies of Innovative Thinking
- Covey's 4 Quadrants

### Module 3: Recognize Your Approach to Thinking

- 7 powerful thinking styles
- Left and Right Brain Thinking
- Whole-brain thinking

### Module 4: The Seven Fundamental I-Skills

1. Add Value to Every Task and Project
    - 4 steps to shift your perspective
    - Common Cognitive biases & how to overcome them
  2. Become an Assumption Assaulter
  3. Cultivate a Passion & Develop Empathy for the End Customer
  4. Thinking Ahead of the Curve
  5. Become an Idea Factory
  6. Be a Standout Collaborator
- Build the buy-in for New Ideas