

Innovation, Creativity & Breakthrough Thinking -

A One Day Course - 20th October 2011

Innovation has become a 'throwaway' line these days, over-hyped and overused. But what does it really mean? How can it provide Competitive Advantage? What different types of innovation are there? In a practical way how can we be innovative in our day-to-day roles and translate that into packaging design and development that delivers? This practical one day workshop will provide some fantastic insights on creativity from some of the world's leading innovators and tools that you will be able to take away and use on a daily basis to improve creativity, focus your thinking, improve productivity and get results.



Who should attend

Packaging Technologists

Account Managers

Packaging and Product Designers

Project Managers

Tooling Engineers

Purchasers & Buyers

Quality Assurance & Control Personnel

New Product Development Personnel

Course Content

Competitive Advantage -

- Competitive Advantage
- Fit with innovation

Breakthrough Thinking -

- Different definitions & interpretations of innovation
- Definition of Creativity
- Accelerated evolution
- Building a creative culture
- Adopting & adapting to change

Creativity -

- Rediscovering your creativity - practical exercises
- The 'Box' & how to escape it
- Traits & habits that need to be overcome

Creative Models & Tools -

- Different problem types & thinking involved
- Divergent & convergent thinking
- Methodologies for success

Interactive Evaluation -

- Models & tools - to take away

Taking it back into the workplace -

- Taking it back into the workplace
- Strategies for success

By the end of this interactive course you will have :

1. A new understanding of the creative process and its value to Competitive Advantage and profit
2. An insight into some of the most creative minds today and how to make their approaches work for you
3. A range of creative & problem solving tools that you can use in your own business to look at issues in new ways, generate ideas and then evaluate and prioritise them
4. Creative evaluation techniques that you will be able to use in your business to help incorporate ideas into your mainstream New Product Development process

Booking Price **£495** +VAT

Fee includes a full set of course documentation as well as refreshments and lunch

Venue: Nottingham, UK. For further details or to register: Email: training@designcognition.com or

Telephone: +44 (0)115 846 1914 or Visit: www.designcognition.com/training

(NB places cannot be reserved without full payment)