

MGT-117 - Mastering Creative Thinking & Innovation for Business Success

Description

****This course is also available as a live distance learning course****

A 2-day Training Program to provide participants with the skills and tools required to improve their creative thinking and apply it for business success through innovation.

Objectives

- Provide an understanding of creative thinking and discuss its importance in today's business environment
- Present and practice various idea generating and creative thinking techniques
- Identify barriers to creative thinking and discuss methods to avoid such blockages
- Discuss how applying creative thinking leads to innovation for business success

Topics

Definition and importance of creative thinking

- Reproductive thinking
- Productive thinking
- Critical thinking

Creative thinking methods and techniques

- Brainstorming
- Reversal

- Concept fan
- Random input
- Other tools and techniques

Barriers to creativity and how to avoid them

Innovation for business success

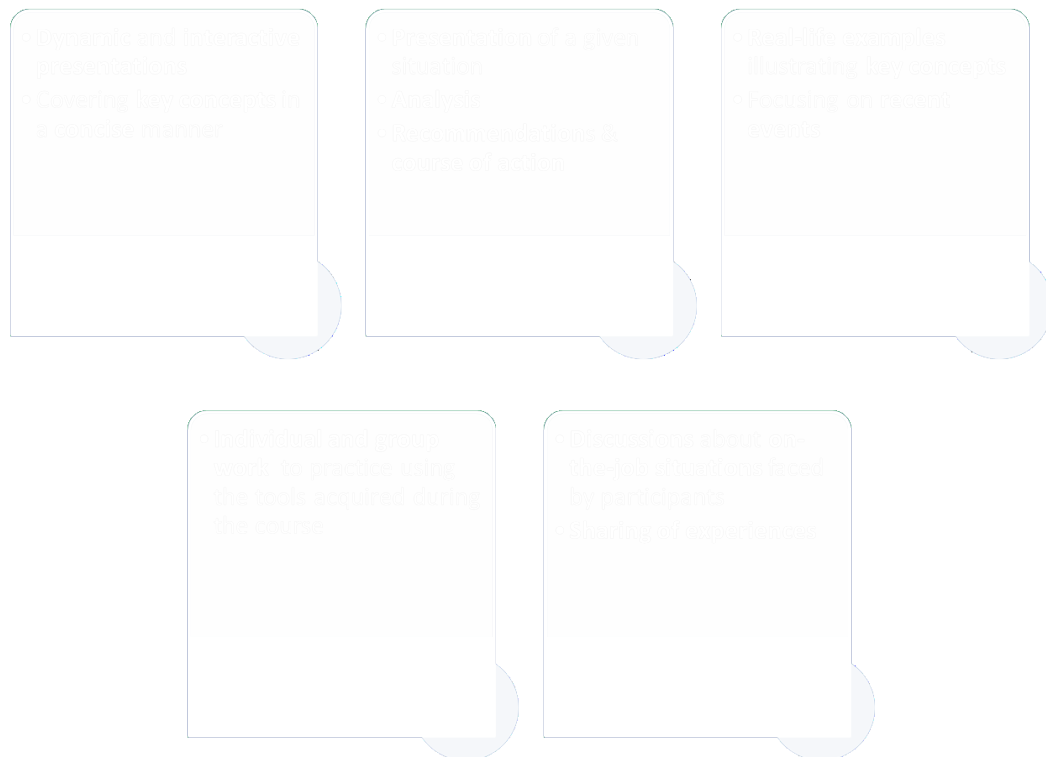
- Importance of innovation in a competitive environment
- Creative thinking as part of the strategic planning process
- Facilitating and improving the innovation process

Target audience

- Telecommunications managers and personnel with the objective of achieving more business success through improving their creative and innovative thinking
- Managers looking to complement their skill-set by gaining a good understanding of the creative thinking process and how its application can lead to innovative and successful business results

Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at training@neotelis.com for more information and a Proposal.

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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