

CREATIVE THINKING FOR INNOVATION

“Unlock Creative Potential and Drive Breakthrough Innovation in Your Workplace”

Schedule

Date	Venue	Fees (Face-to-Face)
15 - 17 Sep 2026	Manama - Bahrain	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Innovation is not just the domain of R&D or top management—it’s a mindset and skill that can be developed across all roles in an organization. Creativity is the foundation of innovation, allowing professionals to solve problems, generate new ideas, and adapt to change with confidence.

This dynamic course equips participants with practical creative thinking tools, problem-solving frameworks, and group ideation techniques. By fostering an innovative mindset and overcoming mental blocks, participants will become catalysts for transformation within their organizations.

Objectives

By the end of this course, participants will be able to:

- Apply creative thinking methods to solve business challenges
- Identify and overcome mental blocks to creativity and innovation
- Use structured techniques such as SCAMPER, mind mapping, and lateral thinking
- Facilitate brainstorming sessions that produce actionable outcomes
- Cultivate a workplace culture that supports innovation and change

Why Attend

- Discover your creative potential and apply it to real work scenarios
- Learn powerful tools to generate fresh ideas, solutions, and improvements
- Improve problem-solving and decision-making capabilities
- Contribute to organizational innovation regardless of your role or title
- Become more adaptable and confident in navigating change

Target Audience

This program is designed for:

- Professionals across all functions who want to think creatively and add value
- Team leaders, project coordinators, and middle managers
- Innovation officers, HR professionals, and training facilitators
- Anyone involved in process improvement, idea generation, or change initiatives

Individual Benefits

Key competencies that will be developed include:

- Creative thinking and idea generation
- Problem-solving and decision-making under uncertainty
- Confidence in presenting innovative ideas
- Collaboration and group ideation skills
- Flexibility and openness to new approaches

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger contribution to innovation and continuous improvement
- Better collaboration and team-driven creativity
- Enhanced ability to tackle challenges with original solutions
- Increased organizational agility and responsiveness
- A positive shift toward a proactive, forward-thinking culture

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Understanding the creative process and innovation cycles
- Case Studies - Real-world examples of creative breakthroughs
- Workshops - Application of ideation tools and innovation techniques
- Peer Exchange - Group brainstorming, feedback, and collaborative problem-solving
- Tools - Templates for mind mapping, idea filtering, and innovation planning

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: The Foundations of Creative Thinking

- Module 1: Creativity and Innovation Defined (07:30 – 09:30) • Understanding the link between creativity and innovation • The value of creativity in modern organizations • Misconceptions and truths about creative thinking
- Module 2: Barriers to Creativity (09:45 – 11:15) • Internal and external obstacles • Mindset and cultural barriers • Techniques to break through limiting thought patterns
- Module 3: Creative Mindsets and Environments (11:30 – 01:00) • Fostering curiosity and experimentation • Encouraging a psychologically safe space for innovation • Traits and behaviors of innovative thinkers
- Module 4: Workshop – Personal Creativity Assessment (02:00 – 03:30) • Identifying personal strengths and creative blocks

Day 2: Tools and Techniques for Innovation

- Module 1: Ideation Tools – SCAMPER & Mind Mapping (07:30 – 09:30) • Using SCAMPER to enhance and build on ideas • Mind mapping for idea expansion and clarity • Visual thinking for better communication
- Module 2: Lateral Thinking & Problem Reframing (09:45 – 11:15) • Challenging assumptions and traditional thinking • Edward de Bono’s lateral thinking strategies • Reframing problems to discover new angles
- Module 3: Brainstorming Techniques That Work (11:30 – 01:00) • Structured and unstructured brainstorming • Role storming, reverse brainstorming, and the “six hats” technique • Managing group dynamics and avoiding idea fatigue
- Module 4: Workshop – Group Ideation Challenge (02:00 – 03:30) • Teams solve a workplace challenge using multiple ideation tools

Day 3: Applying Creative Thinking at Work

- Module 1: Evaluating and Prioritizing Ideas (07:30 – 09:30) • Filtering techniques: feasibility, impact, originality • Innovation matrices and decision trees • Selecting and refining top ideas
- Module 2: Presenting Creative Ideas (09:45 – 11:15) • Pitching innovations to different stakeholders • Creating compelling innovation stories • Influencing decision-makers with clarity and impact
- Module 3: Embedding Innovation in Teams (11:30 – 01:00) • Creating systems and rituals for idea sharing • Cross-functional collaboration for innovation • Leading innovation without formal authority
- Module 4: Final Innovation Plan & Reflection (02:00 – 03:30) • Personal innovation plan for your role or team • Final feedback, coaching, and course summary

Certification

Participants will receive a Certificate of Completion in Creative Thinking for Innovation, confirming their ability to apply creative thinking tools and practices to solve problems, generate ideas, and lead innovation initiatives across diverse work environments.

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