MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

CREATIVE THINKING & INNOVATION

"Unlock Innovation Through Practical Tools and Creative Mindsets"

Schedule

Date	Venue	Fees (Online)
16 Jul 2026	Online	USD 450 per delegate

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

Introduction

In today's dynamic and competitive environment, creativity and innovation are no longer optional—they are essential to business success. Organizations need professionals who can think differently, challenge the status quo, and generate breakthrough ideas that drive growth and transformation.

This high-impact 1-day online course is designed to inspire participants to unlock their creative potential and learn how to apply structured innovation techniques to solve real-world problems. Whether in leadership, product development, marketing, or operations, the ability to innovate is a critical differentiator.

Objectives

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

- Understand the psychology and process of creative thinking
- Apply structured techniques to generate innovative ideas
- Overcome mental blocks and fixed thinking patterns
- Translate creativity into actionable solutions
- Foster a culture of innovation in their teams or organizations

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Why Attend

- Break free from habitual thinking and explore new perspectives
- Gain practical tools to drive creativity at work
- Enhance collaboration and team-based innovation
- Solve problems more effectively through creative processes
- Boost confidence in expressing and executing new ideas

Target Audience

This program is designed for:

- Business leaders and managers
- Project managers and team leaders
- Marketing and product development professionals
- HR and L&D professionals
- Anyone seeking to enhance creative problem-solving skills

Individual Benefits

Key competencies that will be developed include:

- Enhanced creative thinking and idea generation
- Confidence in managing innovation projects
- Effective communication of new ideas
- Skills in team brainstorming and facilitation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Greater agility and responsiveness to change
- Improved innovation capacity across departments
- Strengthened team collaboration in problem-solving
- Better alignment of creativity with organizational goals

Instructional Methodology

The course follows a blended online approach combining insights and interactive participation:

- Strategy Briefings – Core concepts of creativity, innovation models, and mindset shifts
- Case Studies – Success stories and innovation failures from industry leaders
- Workshops – Hands-on tools like SCAMPER, mind mapping, and lateral thinking
- Peer Exchange – Group idea generation and critique sessions
- Tools – Worksheets, templates, and innovation canvas for future use

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Course Outline

1-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM (with virtual coffee and lunch breaks)

- Module 1: Foundations of Creative Thinking (07:30 – 09:30)
- Defining creativity and innovation in a business context
- The neuroscience and psychology of idea generation
- Module 2: Innovation Frameworks and Tools (09:45 – 11:15)
- SCAMPER, Brainstorming, Mind Mapping
- Breaking patterns and thinking outside the box
- Module 3: Solving Problems Creatively (11:30 – 01:00)
- Real-world applications in strategy, product, and team innovation
- Using design thinking for user-focused solutions
- Module 4: Workshop – Innovation Sprint Challenge (02:00 – 03:30)
- Group activity to ideate, prototype, and pitch innovative ideas

Certification

Participants will receive a Certificate of Completion in Creative Thinking & Innovation, certifying their ability to apply structured innovation techniques and foster a creative mindset within their role and organization.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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