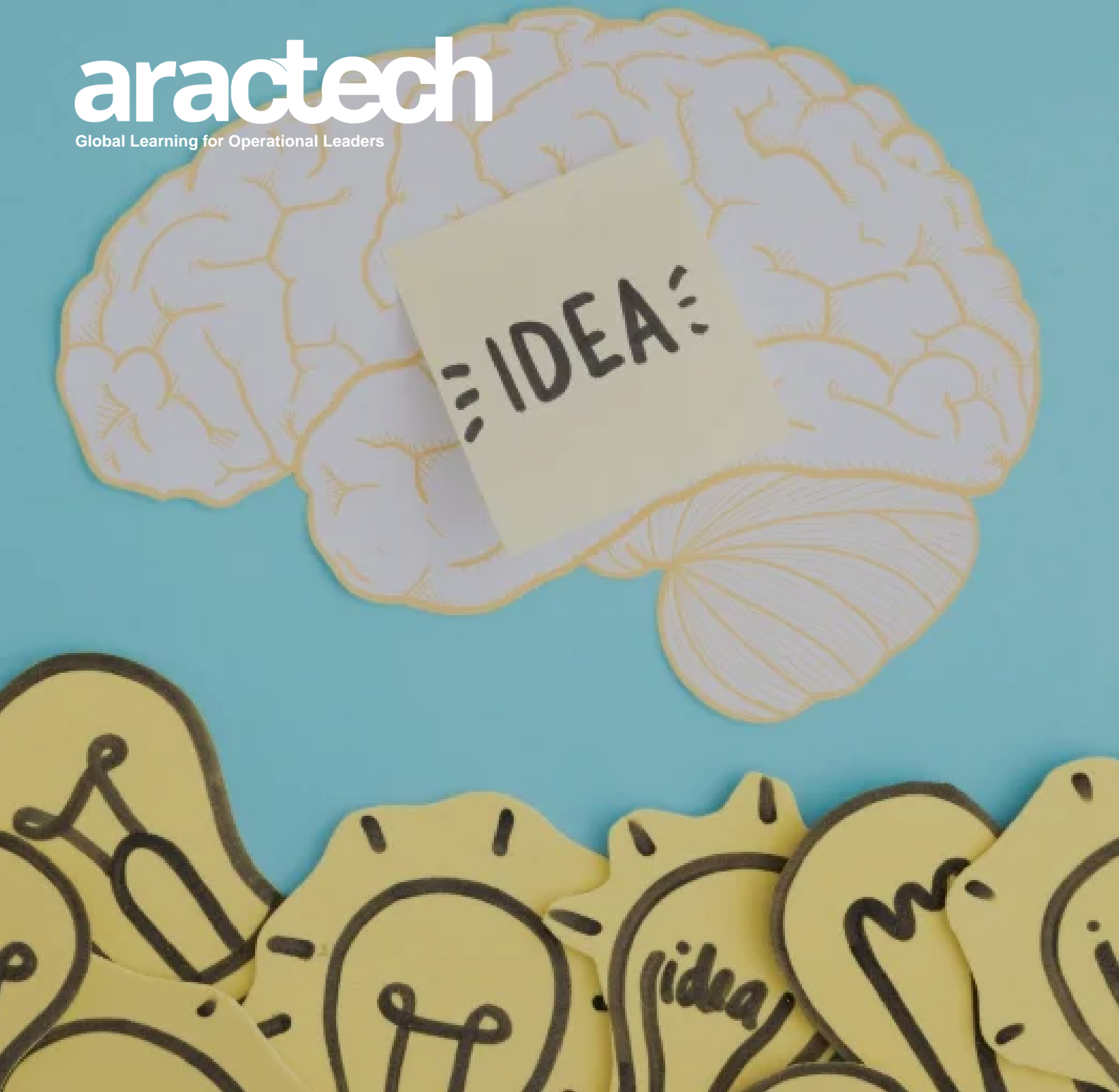


# aractech

Global Learning for Operational Leaders



INTERPERSONAL SKILLS AND SELF DEVELOPMENT | ISSD-002

## Creative Thinking and Innovation Techniques

### Contact

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### Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

# Course content

## Why Attend

Creative thinking and innovation are essential for solving problems, improving performance, and staying competitive in a changing business environment. Organizations need employees who can generate fresh ideas, challenge traditional approaches, and turn opportunities into practical solutions. This course provides participants with practical tools and techniques to strengthen creativity, encourage innovation, and drive continuous improvement.

## Course Methodology

- This course uses an interactive and practical approach through presentations, case studies, brainstorming sessions, group discussions, innovation exercises, problem-solving activities, and real workplace examples.

## Course Objectives

- Understand the principles of creativity and innovation
- Apply creative thinking techniques to solve problems
- Generate and evaluate new ideas effectively
- Overcome barriers to creativity
- Improve decision-making through innovative thinking
- Build a culture of innovation in the workplace

## Target Audience

- Managers and Supervisors
- Team Leaders
- HR and Learning Professionals
- Strategy and Planning Staff

# Course outline

## Detailed course outline

Day-by-day outline for Creative Thinking and Innovation Techniques.

### Day 1 - Foundations of Creativity and Innovation

- Understanding creativity and innovation concepts
- Importance of innovation in organizations
- Characteristics of creative thinkers
- Common barriers to creativity
- Building a creative mindset
- Role of leadership in innovation

### Day 2 - Creative Thinking Techniques

- Brainstorming methods
- Mind mapping techniques
- Lateral thinking approaches
- SCAMPER method for idea generation
- Reverse thinking techniques
- Using questions to unlock ideas

# Course outline

## Detailed course outline

Day-by-day outline for Creative Thinking and Innovation Techniques.

### Day 3 - Problem Solving through Innovation

- Defining problems clearly
- Root cause analysis for innovation
- Generating solution alternatives
- Evaluating and selecting ideas
- Risk-taking and experimentation
- Turning problems into opportunities

### Day 4 - Innovation in the Workplace

- Creating a culture of innovation
- Encouraging collaboration and idea sharing
- Managing resistance to new ideas
- Improving processes through innovation
- Customer-focused innovation methods
- Measuring innovation success

# Course outline

## Detailed course outline

Day-by-day outline for Creative Thinking and Innovation Techniques.

### Day 5 - Implementing Ideas and Sustaining Innovation

- Turning ideas into action plans
- Prioritizing innovation opportunities
- Leading innovation initiatives
- Continuous improvement strategies
- Personal creativity development plan
- Final workshop: Build an innovation roadmap

# Seminar dates

## Available seminar dates

Live dates and pricing for Creative Thinking and Innovation Techniques generated from the course details page.

Date	Location	Format	Fee
4 - 8 May 2026	London	Classroom	€2,940
15 - 19 June 2026	Munich	Classroom	€2,415
20 - 24 July 2026	Vienna	Classroom	€2,975
3 - 7 August 2026	Barcelona	Classroom	€2,695
7 - 11 September 2026	Paris	Classroom	€3,150
12 - 16 October 2026	Munich	Classroom	€2,975
9 - 13 November 2026	Barcelona	Classroom	€2,975

### Live online option

Online delivery is available at €1,250.