MGMT 001: Innovative Leaders *(formerly MGMT 261)*

Length: 14 hours

From the development of language to the use of tools, all of the great human achievements have depended on the expression of human creativity. As the speed of change continues to increase, so does the need for creativity. Strategies that were effective 10 years ago no longer generate the same result, and strategies that work today, may not work in the future.

To help manage rapid change, teams and organizations are required to constantly reinvent themselves. With the advent of the Information Age and more notably the Internet Revolution, it is not access to the information that drives success; it is what we do with the information that matters most.

This depends largely on creative capacity. This course provides a set of creativity tools and strategies that participants can use to become more creative in their professional roles, and the material will also demonstrate how to run brainstorming sessions within teams or organizations.

Module 1:   Getting Innovation Ready

- Explain how innovation differs from creativity because of its collaborative nature in an organizational context.
- Identify the barriers to innovation in an organization, both personal and cultural in nature.
- Carry out an innovation audit within your team/organization.
- Define three major innovation challenges facing your organization.

Module 2:   The Innovator's Way

- Describe the competencies of an innovator.
- Describe differences in right brain and left brain thinking.
- Prepare a series of mind maps to explore divergent thinking.
- Adopt different perceptual positions as part of your approach to innovative thinking.
- Assume the role of a realist, dreamer, or critic in an innovative setting.

Module 3:   Creativity Sessions Toolkit

- Describe a way to organize information about a situation and generate creative solutions.
- Demonstrate a functional knowledge of several tools for facilitating innovation sessions, and be able to apply four of these to a real problem from your workplace.
- Generate a list of the essential conditions for running a creativity session within your own organization.

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Module 4:   Applying Creative Ideas

- Develop criteria of evaluation by applying a screening matrix for ideas.
- Generate a "How-How" diagram for at least one particular work-related creativity issue.
- Describe the role of "warrior" with respect to carrying out creative ideas.

Module 5:   Innovation Strategies for Organizations

- Describe how to initiate innovation sessions within your own organization.
- Describe the issues involved in the development of an innovative organization.
- Describe the ways in which an organization can encourage greater creativity and innovation in the workplace.

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