



شركة ميرك العربية السعودية
MEIRC Saudi Arabia

Innovation Strategies

Duration 3 Days

About this course

Generating powerful ideas and innovative solutions isn't a matter of luck. It requires skills that allow individuals to challenge paradigms, leverage diverse resources, think expansively and critically, and target critical areas for innovation.

This three days experiential course teaches participants how to manage thinking to do away with rigid belief systems and myopic perspectives so they can think on purpose, and to leverage creative spirit and achieve "out of the box" breakthroughs that can be developed into cost-effective, timely, tangible solutions to tough business problems.

Course Outline

- 1. What is Innovation?**
 - 1.1. The innovation process
 - 1.2. Innovation measures
 - 1.3. Developing the techniques of innovative thinking
- 2. Patterns of the Mind**
 - 2.1. Natural
 - 2.2. Logical
 - 2.3. Mathematical
 - 2.4. Lateral
 - 2.5. A wider awareness
- 3. Encouraging Innovative Thinking**
 - 3.1. Approaching the problem and how to remain open minded
 - 3.2. Suspending judgment to avoid obvious solutions
 - 3.3. Risk taking
 - 3.4. Sharing problems
- 4. Forward Thinking**
 - 4.1. Chaos, risk, experiences and growth
 - 4.2. Thinking the unthinkable
 - 4.3. Patterns of the mind
 - 4.4. Reconceptualization of patterns within the organization
 - 4.5. New action possibilities
 - 4.6. A new view of organizational reality
- 5. A Problem Solving Approach**
 - 5.1. The psychology of problem solving
 - 5.2. Problem solving styles
 - 5.3. Analysis of the problem
 - 5.4. Removing the blinkers
 - 5.5. Breaking out of constraints
 - 5.6. Freewheeling
 - 5.7. Evaluation of ideas
- 6. Methods of Problem Solving**
 - 6.1. Tools and techniques
 - 6.2. Applying creative thinking techniques
 - 6.3. How to create a choice of solutions
 - 6.4. An open mind
- 7. Decision Making**
 - 7.1. What you will achieve
 - 7.2. What is the purpose? Identifying the options
 - 7.3. Challenging the status quo
 - 7.4. Decision-making and effective implementation
- 8. Workshop Session**
 - 8.1. Working with actual examples, participants determine a creative and innovative approach to arriving at the best decision.
- 9. Action Plan**
 - 9.1. Participants plan and discuss what they will do on return to work.