



# Creativity and Innovation

## How You Will Benefit

After completing this course, students will know how to:

- Prepare mentally and physically to be creative, and increase creativity.
- Develop creativity in organizations, and use creativity to generate ideas and solve problems.
- Recruit and retain creative individuals, and maintain a creative environment.
- Organize creative teams, conduct creative team sessions and brainstorming sessions, and use creativity to solve team problems.

## Course Content

### Unit 1: Creative thinking basics

- Topic A:** Creative thinking
- Topic B:** The creative process

### Unit 2: Personal creativity

- Topic A:** Preparing to be creative
- Topic B:** Increasing creativity

### Unit 3: Creativity in organizations

- Topic A:** Creative organizations
- Topic B:** Using creativity

### Unit 4: Fostering a creative environment

- Topic A:** Employing creative individuals
- Topic B:** Maintaining a creative environment

### Unit 5: Promoting team creativity

- Topic A:** Organizing creative teams
- Topic B:** Conducting team sessions
- Topic C:** Promoting and using creativity