BOOST
THE LEADING TRAINING PROVIDER

Digital Transformation and Innovation

Innovation Management And Developing Creative Thinking

Course Introduction

Einstein said: "If you always do what you always did, you will always get what you always got"... So if you are looking to make a quantum leap in developing your organization, you will need to think differently about how to improve your quality and devise extraordinary solutions to overcome the various crises you may face.

Here Comes "Innovation", Which is considered a key factor for success in today's world, as it enhances the ability to develop decision-making processes by improving the way we think about challenges, and helps organizations to grow faster and spread their business efficiently, which is positively reflected in achieving the desired success goals.

This training program is designed to provide participants with the relative concepts of innovation that will enable them to have an in-depth knowledge of its importance, not only in the organization but in the global market as well. This program will help participants to identify how to empower others to develop innovative ideas, generating innovative ideas techniques, and create an innovative workplace inside organization efficiently.

Target Audience

1. Innovation Manager
2. R&D Manager
3. Product Manager
4. Chief Innovation Officer (CINO)
5. Business Development Manager
6. Design Thinking Facilitator
7. Strategy Consultant
8. Entrepreneur / Startup Founder
9. Marketing Director
10. Creative Director

Learning Objectives

- Gain a comprehensive understanding of the concept of innovation, its importance in the organization and global economy.
- Identify the Evaluation of Human Creativity.
- Identify and use methods and tools for generating innovative ideas
- Adapt an innovative process in the organization.
- Influence and support your team to be more innovative.

Training program Methodology

At "Boost," we believe in the importance of trainee participation in the training process. Therefore, we follow the "30% - 70%" methodology in this training program. This approach allocates 30% of the program time to a direct explanation of training material, while the remaining 70% is dedicated to a variety of practical activities aimed at achieving comprehensive competence in acquiring knowledge, skills, and required experience.

In this training program, we focus on designing a variety of activities, providing advice, and sharing diverse experiences. This transforms the trainee to an active participant in the training process. This positively impacts their ability to achieve the program's objectives quickly and within the specified timeframe.

To ensure the desired training objectives are achieved, we utilize the following strategies and methods:

- Lectures.
- Discussions.
- Case studies.
- Practical Exercises.
- Role-playing activities.

A detailed report is submitted to each participant and the training department in your organization on the results of the participant's performance and the return on training.

Course Outline

- **Day 01**

Introduction to Innovation

- The Evaluation of Human Creativity.
- What Is Innovation?
- Innovation and Your Organization.
- Innovation in a complex Global Network.
- Understanding Where Our Innovative Thinking Comes From – How The Brain Works
- Understanding the cycle of Innovation

An innovative culture

- Models of innovation processes
- How to use the design approach framework
- Influencing and Supporting Innovative Ideas

◦ Empowering your team to develop innovative ideas
◦ Helping your team to collaborate and to share knowledge

• **Day 02**

Planning for Innovation

◦ Simple methods and techniques to develop creativity and innovation
◦ Identifying ways to further develop creative thinking
◦ Methods and tools for generating innovative ideas
◦ Workshop

• **Day 03**

Brainstorming or blue-sky thinking session

◦ Reverse brainstorming
◦ Sort cards or mind maps
◦ Sticky notes/Metaplanning technique
◦ Identifying when best to use each idea generation technique

• **Day 04**

Exploring the idea generation process

◦ The Brainstorming Technique
◦ The six thinking hats
◦ De Bono's four thinking styles

• **Day 05**

Industry Examples of Innovative Thinking in Action

◦ How Innovation can solve complex Problems in 2022 world? (Case Studies)
◦ Models for Applying Innovative Thinking.
◦ Innovative Thinking Opportunities.
◦ Opportunities To Apply Consistent Innovative Thinking to Working Practices in Your Organization.
◦ Steps Towards Implementation of Innovative Thinking In Your Organization.
◦ Practical Application.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4250.00 $	UAE - Dubai
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 $	UAE - Dubai
Dec. 22, 2025	Dec. 26, 2025	5 days	4950.00 $	England - London