

TITLE: EUREKA Process for Innovative Thinking

SYNOPSIS: Keeping one step ahead of the competition requires new ways of doing things and new ways of looking at challenges and having the boldness to believe in ones ideas. These are the key principles behind innovation. Innovation has become a buzzword and hailed as the new competitive advantage in a crowded marketplace but what are the principles and practice in innovative thinking. This workshop seeks to equip participants with these key principles and engages them in innovative thinking techniques to persistent challenges that they face at the workplace.

DURATION: Two Days

TARGET AUDIENCE: Frontline, Supervisors, Executives and Managers

PROGRAM OBJECTIVES:

By the end of the program, participants will be able:

- To practice the principles behind innovation and enterprise
- To acquire skills and techniques for divergent thinking
- To apply techniques in seeking innovation opportunities at the work place

PROGRAM CONTENTS:

- The Innovation Imperative
 - Recognising the importance for Innovation in the New Economy
- The Innovation Process
 - Innovation Blockers
 - The EUREKA Process
- The Innovation Principles
 - Understanding how the Brain Works
 - The 3 Key Principles Driving Innovation
 - Innovation Heuristics
- The Innovation Practices
 - Putting into Practice the EUREKA Process
 - Tools and Techniques for Innovative thinking
- The Pursuit of Innovation and Enterprise