

Training Plan - One Day Program on Creative Thinking

Topic	Time	Training Methodology	Focus Areas	Activity
Introduction & Expectation Setting	9.30 am - 10.00am	Interaction	<ul style="list-style-type: none"> o Introductions o Setting Expectations 	
Introduction to Business Creativity	10.00 am - 10:30 am	ILT and Activity	<ul style="list-style-type: none"> o Defining Creativity o What creativity means in business 	Activity: Quiz
Identifying the barriers to creative thinking	10: 30 am - 11:15 am	ILT and Activity	<ul style="list-style-type: none"> o Attitudes that kills creative idea o Factors that impede creativity 	Activity: Skit
Tea Break: 11.15 am - 11.30 am				
Factors that encourage creativity	11:30am - 12:00 pm	ILT and Video	<ul style="list-style-type: none"> o Intellectual Factors o Personality Factors o External Factors 	Activity: Focus Group Video on Creativity
Common myths of creativity	12.00pm - 12.30pm	ILT	<ul style="list-style-type: none"> o Creativity Comes From Creative Types o Money Is a Creativity Motivator o Time Pressure Fuels Creativity o Fear Forces Breakthroughs o Competition Beats Collaboration o A Streamlined Organization Is a Creative Organization 	
Tools for Creative thinking	12:30 pm - 1:00 pm	ILT and Activity	<ul style="list-style-type: none"> o Brainstorming <ul style="list-style-type: none"> ▪ Individual Brainstorming ▪ Group Brainstorming ▪ Reverse Brainstorming 	Activity: Brainstorming
Lunch: 1.00 pm - 1.45 pm				
Tools for Creative thinking	1:45 pm to 2: 15 pm	ILT and Activity	<ul style="list-style-type: none"> o Brainstorming <ul style="list-style-type: none"> ▪ Individual Brainstorming ▪ Group Brainstorming ▪ Reverse Brainstorming 	Activity: Brainstorming
Tools for Creative thinking	2: 15 pm to 2:45 pm	ILT and Activity	<ul style="list-style-type: none"> o Block and Tackle 	Activity: Role Play
Tools for Creative thinking	2:45 pm to 3:15 pm	ILT and Activity	<ul style="list-style-type: none"> o Discontinuity Principle 	Activity: Role Play
Tea Break 3:00 pm to 3:15 pm				
Tools for Creative thinking	3:15 pm to 3: 45 pm	ILT and Activity	<ul style="list-style-type: none"> o Thinking 'outside the box' 	Activity: Puzzle Activity: Story
Tools for Creative thinking	3:45 pm to 4:15 pm	ILT and Video	<ul style="list-style-type: none"> o Intrinsic motivation & creativity 	Video: Creativity Activity: Focus Group Discussion
Tools for Creative thinking	4:15 pm to 4: 45 pm	ILT and Activity	<ul style="list-style-type: none"> o Common reaction to creative ideas 	
Tips for creative thinking	4:45 pm to 5: 15 pm	ILT	<ul style="list-style-type: none"> o Tips for creative thinking 	
Wrap Up & Action Planning	5.15 pm - 5.30 pm	Interaction		

