

CREATIVITY AND INNOVATION



Introduction

“Creativity involves breaking out of established patterns in order to look at things in a different way. We need creativity and innovation in order to break free from the temporary structures that have been set up by a particular sequence of experience.” - Edward de Bono

Creative thinking leads to the implementation of innovative ideas in the workplace and sets companies apart from one another. In today's highly competitive, global environment, driven by innovative and breakthrough technology, creativity is indispensable and the driving force behind most businesses' success.

Organisations must innovate to stay competitive. Innovation matters to all - be it a business leader, manager of a small or large organization or start-up entrepreneur. Therefore, organisations must provide employees the opportunity to channel their inner creative mind.

Programme Coverage

- Enhancement of creative intelligence
- Techniques of creative problem solving
- Relationship between creativity and innovation
- Framework for generating new ideas
- Types, dimensions and patterns of innovation
- Innovation strategies: Designing and implementing

Programme Outcomes

At the end of the programme, the participants would gain the ability to frame and re-frame problems, challenge assumptions, generate and test ideas, and solve business problems using creativity and innovation.



Methodology

- Brief lectures
- Discussion on cases
- Participant exercises and sharing of experiences

Participant Profile

Entrepreneurs, and junior/middle level executives

Investment

₹ 3,000/-

(exclusive of 18% GST)



Registration

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Programme Facilitator

Dr Savitha Nair is a gold medallist Commerce Graduate from Calicut University. She holds an MBA degree and Doctorate in Management (PhD). She has over 17 years of experience in industry and academia. Her areas of academic interest include Marketing, Creativity and Innovation, and Entrepreneurship.



A Certified 'Entrepreneurship Educator', she regularly visits various colleges as resource person for entrepreneurship camps, FDPs and workshops. She has participated in several seminars and workshops and has published papers in reputed journals/conferences. She is the recipient of Best Paper Awards in three National Conferences and two International Conferences; and Faculty Excellence Award instituted by RVS Educational Trust twice. Presently, serving as the Chair of the Marketing Domain, she has conducted an ICSSR sponsored National Conference and an MDP for the SMEs of Coimbatore.