



INTERPERSONAL SKILLS AND SELF DEVELOPMENT

Creative Thinking and Innovation Techniques

Course code: ISSD-002

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Creative thinking and innovation are essential for solving problems, improving performance, and staying competitive in a changing business environment. Organizations need employees who can generate fresh ideas, challenge traditional approaches, and turn opportunities into practical solutions. This course provides participants with practical tools and techniques to strengthen creativity, encourage innovation, and drive continuous improvement.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, brainstorming sessions, group discussions, innovation exercises, problem-solving activities, and real workplace examples.

Who Should Attend

Managers and Supervisors
Team Leaders
HR and Learning Professionals
Strategy and Planning Staff
Project Managers
Entrepreneurs
Anyone seeking to improve creativity and

— Learning Objectives

- Understand the principles of creativity and innovation
- Apply creative thinking techniques to solve problems
- Generate and evaluate new ideas effectively
- Overcome barriers to creativity
- Improve decision-making through innovative thinking
- Build a culture of innovation in the workplace
- Use structured tools for idea development
- Create practical innovation action plans

Course Outline

DAY
1

Foundations of Creativity and Innovation

- Understanding creativity and innovation concepts
- Importance of innovation in organizations
- Characteristics of creative thinkers
- Common barriers to creativity
- Building a creative mindset
- Role of leadership in innovation

DAY
2

Creative Thinking Techniques

- Brainstorming methods
- Mind mapping techniques
- Lateral thinking approaches
- SCAMPER method for idea generation
- Reverse thinking techniques
- Using questions to unlock ideas

DAY
3

Problem Solving through Innovation

- Defining problems clearly
- Root cause analysis for innovation
- Generating solution alternatives
- Evaluating and selecting ideas
- Risk-taking and experimentation
- Turning problems into opportunities

DAY
4

Innovation in the Workplace

- Creating a culture of innovation
- Encouraging collaboration and idea sharing
- Managing resistance to new ideas
- Improving processes through innovation
- Customer-focused innovation methods
- Measuring innovation success

DAY
5

Implementing Ideas and Sustaining Innovation

- Turning ideas into action plans
- Prioritizing innovation opportunities
- Leading innovation initiatives
- Continuous improvement strategies
- Personal creativity development plan
- Final workshop: Build an innovation roadmap

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Munich - Germany	€2,125
9 - 13 November 2026	Barcelona - Spain	€2,125
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
18 - 22 January 2027	Munich - Germany	€2,125
15 - 19 February 2027	Cape Town - South Africa	€2,125
15 - 19 March 2027	Barcelona - Spain	€1,925
19 - 23 April 2027	Paris - France	€2,250
17 - 21 May 2027	Geneva - Switzerland	€2,625

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.