



PROMOTE INNOVATION

Understand innovation and learn to promote a culture of innovative thinking

COURSE OVERVIEW

Innovation is critical to maintaining competitive advantage in organisations today. Organisations are now, more than ever before looking for ways to promote innovation at every part of the organisation, encouraging every group and every individual to come up with new ideas.

Leaders encourage innovation because of the value it can capture. Innovative employees increase productivity through creating and executing new processes, which in turn may increase competitive advantage and provide meaningful differentiation.

This course is designed to take participants through factors enabling the innovative process and provides strategies for promoting an innovative team environment at their organisation.

LEARNING OUTCOMES

- Learn about innovation, its types and benefits, enablers and process
- Understand the difference between Growth VS Fixed Mindset
- Familiarise yourself with brainstorming techniques for idea generation
- Learn how to validate an idea
- Apply these principles and activities in your team environment