

Promoting Innovation and Change

"We cannot become what we want to be by remaining what we are."

Both innovation and creativity can only exist when the right culture is in place. By identifying the need for change and encouraging and fostering an organisational culture where creativity is valued, your business can gain competitive advantage.

This workshop will provide you with:

- An understanding of how your present organisational culture can hamper and/or encourage creativity and innovation
- Awareness of how organisational cultural change can occur
- Strategies to lead people in a change process
- Strategies to foster and lead the team towards creativity and innovation
- Creative thinking tools to use with groups
- Ideas for improved work practices and change management strategies

Topics

- The process of organisational change
- What is organisational culture?
- Risk factors associated with change
- Planning for change
- The change process
- Common reactions to change
- The impulse to resist change and techniques for overcoming resistance
- The difference between creativity and innovation
- Putting square pegs in round holes – the traditions, habits and ways of working that prevent innovation

Page 1

A moment's insight is sometimes worth a life's experience.
Oliver Wendell Holmes Jr. (1841 - 1935)

- Steps for encouraging employee and team creativity and encouraging prosperity through innovation
- What makes an innovation successful?
- Creating a workplace culture where innovation and creativity happen
- The five elements needed for innovation to occur
- Using techniques such as Edward de Bono's "Lateral thinking" tools
- Leading the team through the process of change
- Monitoring and evaluating change

Target Group

Senior management
Frontline and departmental managers

Course length: 1 day

For more details on how Learning Insight can help your organisation contact

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