

# UTS:SHORT COURSES

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## Creativity and Innovation – for Challenging Times

HOW TO DRIVE CHANGE AND INJECT FRESH THINKING

Creativity and Innovation – for Challenging Times is an engaging program run as a workshop that helps executives drive change and inject fresh thinking to initiate new directions or innovative solutions. This intensive program explores the drivers of innovation – qualities that include being bold, being courageous and understanding how to foster a more creative and entrepreneurial mindset.

Central themes to this program include:

- The need to value all employees in the innovation process: identifying the behaviours that help fuel ideas and create an ‘entrepreneurial spirit’
- Exploring creativity and identifying the best tools and methods to generate new ideas or possibilities
- Demonstrating how creative and vibrant thinking can produce successful solutions, and how to turn them into a commercial reality
- Managing the innovation process from the initial opportunity, then generating ideas, refining the concept and finally the actual representation of an idea
- Applying the principles of innovation to creative problem solving.

### Who Will Benefit?

This course is particularly useful for mid- and senior-level executives involved in:

- New product development
- Innovation
- Marketing and sales
- Business development
- HR managers
- Creating an entrepreneurial mindset.

### Program

This intensive program will aim to include the following topic areas:

- Identifying the behaviours for a creative and innovative team. What inhibits and stifles creativity and ideas? How do you nurture an entrepreneurial mindset?
- Creative problem solving - techniques and tools for successful creative innovation
- Exploring creativity, idea generation and fresh approaches to work issues.
- Screening and evaluating ideas using convergent techniques. Deferring judgment and reducing risk
- Crafting, refining and developing ideas into commercial concepts.
- Understanding prototyping and creating an actual representation of an idea.
- Generating opportunities to share ideas and network with like-minds.

### What Makes This Program Unique

- Highly engaging and practical
- Goes beyond the theory of creativity by providing practical tools and techniques
- Takes business executives through a journey of creativity and imagination in order to fuel innovation
- Develops fresh perspectives to drive strategic issues.

### About the Presenter

**Yvonne Brennan**

*BSci (UniSyd), GradCert Mktg (AGSM)*

Yvonne Brennan is a creative facilitator and founder of The Inspiration Room, an innovation and consumer research consultancy that has been specialising in exploring opportunities and ideas since 2003.

The Inspiration Room engages in workshops, research and training. Yvonne has written a paper on Innovation and speaks at industry and innovation conferences.

Yvonne’s experience includes working with organisations that include Diageo (Smirnoff, Bundaberg Rum), Nestle, Smiths Snackfoods, Cerebos Foods, Kimberly Clark, Australian Museum and start-up companies.

### Further Information

Email: [executive.development@uts.edu.au](mailto:executive.development@uts.edu.au)

Tel: +61 (02) 9514 3504

### Course Details

#### 2011 Dates

Run on Demand

#### Duration

1 day  
9.00am-5.00pm

#### Price

\$ 1,320 (inc GST)

#### Discounts

3+ enrolments  
UTS Alumni

#### Presenter

Yvonne Brennan

#### Location

City/Haymarket Campus

#### Max. Enrolments

20

#### Entry Requirements

None