

# HUMAN SKILLS COURSE OVERVIEW

**Course Category:**  
Improve Performance

**Course Name:**  
Creativity and  
Innovation: *Unlock  
Creative Potential for  
Breakthrough Ideas*



**COURSE DURATION: 2 Days**

## Gauteng

3rd Floor, 34 Whiteley Road,  
Melrose Arch  
Johannesburg  
2196

## Gauteng

192 on Bram  
192 Bram Fischer Drive  
Ferndale, Randburg  
Johannesburg  
2160

## Cape Town

1st floor, TBE, 3 Bridgeway,  
Bridgeway Precinct,  
Century City,  
7411

## Durban

9 Mountview Close  
Broadlands  
Mount Edgecombe  
Durban  
4302

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## COURSE OVERVIEW

This course is essential for anyone looking to enhance their creative thinking and innovation skills in today's fast-paced and competitive environment. Participants will be provided with the knowledge, inspiration, and hands-on experience to think differently and achieve breakthrough results.

## DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
- Virtual instructor-led training
- Nationally on-site at the client

## COURSE OBJECTIVES

This **two-day course** will provide participants with a diverse toolkit of creative techniques and strategies. It's not just about learning to generate ideas; it's about transforming those ideas into tangible, impactful solutions.

## COURSE OUTLINE

### Module 1: Introduction to creativity and innovation

- Overview of course objectives
- Understanding creativity and innovation
- Historical perspectives and contemporary approaches

### Module 2: The Creative Mindset

- Cultivating a creative mindset
- Overcoming mental barriers to creativity
- Case studies of creative successes

### Module 3: Creative thinking Techniques

- Brainstorming and mind mapping
- SCAMPER, Six Thinking Hats, and other tools
- Practical exercises

### Module 4: Innovation and idea generation

- Sources of innovation
- Techniques for generating breakthrough ideas
- Evaluating and refining ideas

### Module 5: Creativity in teams and organisations

- Fostering a creative culture in teams
- Collaborative creativity techniques
- Managing diverse ideas

### Module 6: Overcome creative blocks

- Identify and overcoming creative blocks
- Strategies for maintaining creative flow
- Deal with criticism and rejection (Imposter syndrome)

### Module 7: Innovation strategies in business

- Business model innovation
- Disruptive vs. incremental innovation
- Case studies of innovative companies

### Module 8: Technology and Innovation

- Impact of technology on creativity
- Exploring emerging technologies
- Digital tools for creativity