

MANAGING CREATIVITY & INNOVATION

Programme Overview

Creativity is the thinking process that helps us generate ideas; and innovation is the practical application of such ideas towards meeting the organisation's objective in a more effective way. There is an urgent need to expose the employees to the process of creativity and remove thinking blocks so that they can contribute to the development of their organisations. Further, nurturing a creative culture has also become a necessity in the organisations of today. In a highly competitive environment, creative and innovative organisation succeeds and prospers better than others. This programme has been designed to impart the skills of creative thinking understand the whole process of innovations at work.

Impact

- ◆ Gain conceptual and operational understanding on organisational creativity and Innovation
- ◆ Learn various techniques to improve creativity
- ◆ creating a culture of creativity and innovation

Participant Profile

Senior and middle level executives of public sector, private sector and government institutions both functional and personnel / human resources

Programme Director

Prabhati Pati

Dates : 5–7 March 2018

Fee : ₹ 34,000/-
(US \$ 1495) +
Applicable Service Tax