

Programme on
Managing Creativity and Innovation

(December 02-04, 2024)



Administrative Staff College of India
(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

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 and understand the whole process of innovations at work.

OBJECTIVES

The primary objectives of the Managing Creativity and Innovation Training Programme are:

- ◆ **Fostering a Culture of Creativity:** Equip participants with the tools to create an environment that encourages creativity and free thinking.
- ◆ **Managing the Innovation Process:** Teach participants how to systematically manage innovation from idea generation to implementation.
- ◆ **Enhancing Problem-Solving Skills:** Provide techniques for using creative thinking to solve complex business challenges.
- ◆ **Encouraging Collaboration:** Foster collaborative environments that enhance group creativity and lead to innovative solutions.
- ◆ **Overcoming Barriers to Innovation:** Identify and manage organizational, cultural, and psychological barriers that hinder innovation.

CONTENT

Day 1: Understanding Creativity and Innovation

1. Introduction to Creativity and Innovation
 - ◆ **Defining Creativity:** Understanding the nature of creativity and how it differs from innovation.
 - ◆ **Types of Innovation:** Incremental vs. radical innovation; process, product, and business model innovation.
2. The Creative Process
 - ◆ **Stages of Creativity:** Preparation, incubation, illumination, and verification.
 - ◆ **Creative Problem-Solving Models:** Techniques such as brainstorming, lateral thinking, and SCAMPER.
3. Case Study
 - ◆ **Real-Life Innovation Examples:** Analysis of successful companies known for fostering creativity and innovation.

Day 2: Managing Creativity and Innovation in Organizations

1. Fostering a Creative Culture
 - ◆ **Encouraging Free Thinking:** Creating an environment where creativity is nurtured and ideas are freely shared.
 - ◆ **Overcoming Creative Blocks:** Identifying and managing common barriers to creativity, including fear of failure, rigid thinking, and organizational silos.

2. Managing Innovation Projects
 - ◆ **The Innovation Funnel:** Understanding how to filter and develop creative ideas into viable business opportunities.
 - ◆ **From Idea to Implementation:** Managing the process from idea generation to execution, including prototyping and scaling.
3. Leadership for Creativity and Innovation
 - ◆ **Inspiring Teams:** How leaders can foster a creative atmosphere and encourage innovation across teams.
 - ◆ **Decision-Making in Innovation:** Balancing risk and opportunity in decision-making when pursuing innovative ideas.
4. Group Activity
 - ◆ **Innovation Challenge:** Teams will brainstorm creative solutions to a real-world business challenge, presenting their ideas to the group for feedback.

Day 3: Tools and Techniques for Creativity and Innovation

1. Creativity Techniques and Tools
 - ◆ **Brainstorming and Ideation:** Techniques for generating a large number of creative ideas in a short time.
 - ◆ **Mind Mapping:** A visual tool for organizing ideas and understanding relationships between them.
 - ◆ **Design Thinking:** An iterative, human-centered approach to innovation focused on user needs and experience.
2. Building Innovation Systems
 - ◆ **Creating an Innovation Strategy:** How to align innovation efforts with overall organizational goals.
 - ◆ **Innovation Metrics:** Tracking the success of innovation efforts through key performance indicators (KPIs) and metrics.
 - ◆ **Rewarding Innovation:** Building a reward system that incentivizes creative thinking and innovative solutions.
3. Overcoming Barriers to Innovation
 - ◆ **Psychological Barriers:** Addressing issues like fear of failure, comfort zones, and resistance to change.
 - ◆ **Cultural and Structural Barriers:** Dealing with bureaucratic hurdles and fostering cross-functional collaboration.
4. Simulation Exercise
 - ◆ **Innovation Lab:** Participants will work in groups to develop a mock innovative product or service, applying creativity tools and presenting a prototype.
5. Learning Outcomes
 - By the end of this training programme, participants will:
 - ◆ **Understand and Apply Creativity Models:** Know how to implement various models and processes to foster creativity within their teams.
 - ◆ **Develop and Implement Innovation Strategies:** Understand how to take creative ideas through the innovation funnel to successful execution.
 - ◆ **Encourage a Creative Culture:** Learn how to foster an organizational culture that supports creativity and innovation.
 - ◆ **Lead Innovative Teams:** Be equipped to lead teams in creative problem-solving and innovative thinking.
 - ◆ **Overcome Innovation Barriers:** Be aware of common obstacles to innovation and how to address them.

6. Training Methodology
This training will be interactive and hands-on, using a combination of:
- ◆ **Lectures:** For theoretical understanding of creativity and innovation management.
 - ◆ **Case Studies:** Real-world examples of companies and leaders who excel in innovation.
 - ◆ **Group Discussions:** For sharing experiences and generating new ideas.
 - ◆ **Hands-On Activities:** Exercises and simulations that allow participants to apply creativity and innovation tools.
 - ◆ **Role-Playing:** Scenarios where participants practice managing creative teams and driving innovation.

This programme structure provides a comprehensive approach to fostering creativity and innovation within an organization. The content is designed to be interactive, engaging, and applicable to real-world scenarios, encouraging participants to become catalysts for positive change within their teams and the organization as a whole.

PARTICIPANT PROFILE

This training programme is designed for:

- ▶ **Managers and Team Leaders:** Who are responsible for fostering creativity and innovation within their teams.
- ▶ **Product Development and R&D Teams:** Engaged in creating new products, services, or processes.
- ▶ **Entrepreneurs and Start-Up Founders:** Focused on innovation as a core business strategy.
- ▶ **Senior Executives and Decision-Makers:** Looking to enhance creativity and innovation within the organizational structure.

Organisational sponsorship is essential

VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The college does not provide accommodation for the family. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 3 days starting from **December 02-04, 2024**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 43,700/- (US \$683 for foreigners) plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs. 37,700/- plus GST as applicable (presently 18%) per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **November 29, 2024**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24 - 25/1/104)** to poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Country	India

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **November 18, 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 25, 2024. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

Programme Director

Prof. J Swarnalatha

e-mail: swarnalathaa.j@asci.org.in

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



ABOUT ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,69,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2024-25.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

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ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

Nomination Form
Programme on
Managing Creativity and Innovation
(December 02-04, 2024)

Nominee's Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN No. :	_____
Address :	_____
	Pincode : _____
Phone(s) :	(Off) : _____
	(Mobile) : _____
e-mail :	_____
	Fax : _____

Fee Particulars

Amount Payable :	Mode of Payment (DD/Chq/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT :

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto
Note : Coverage should be available in Hyderabad, India		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Sreenivasa Reddy, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in