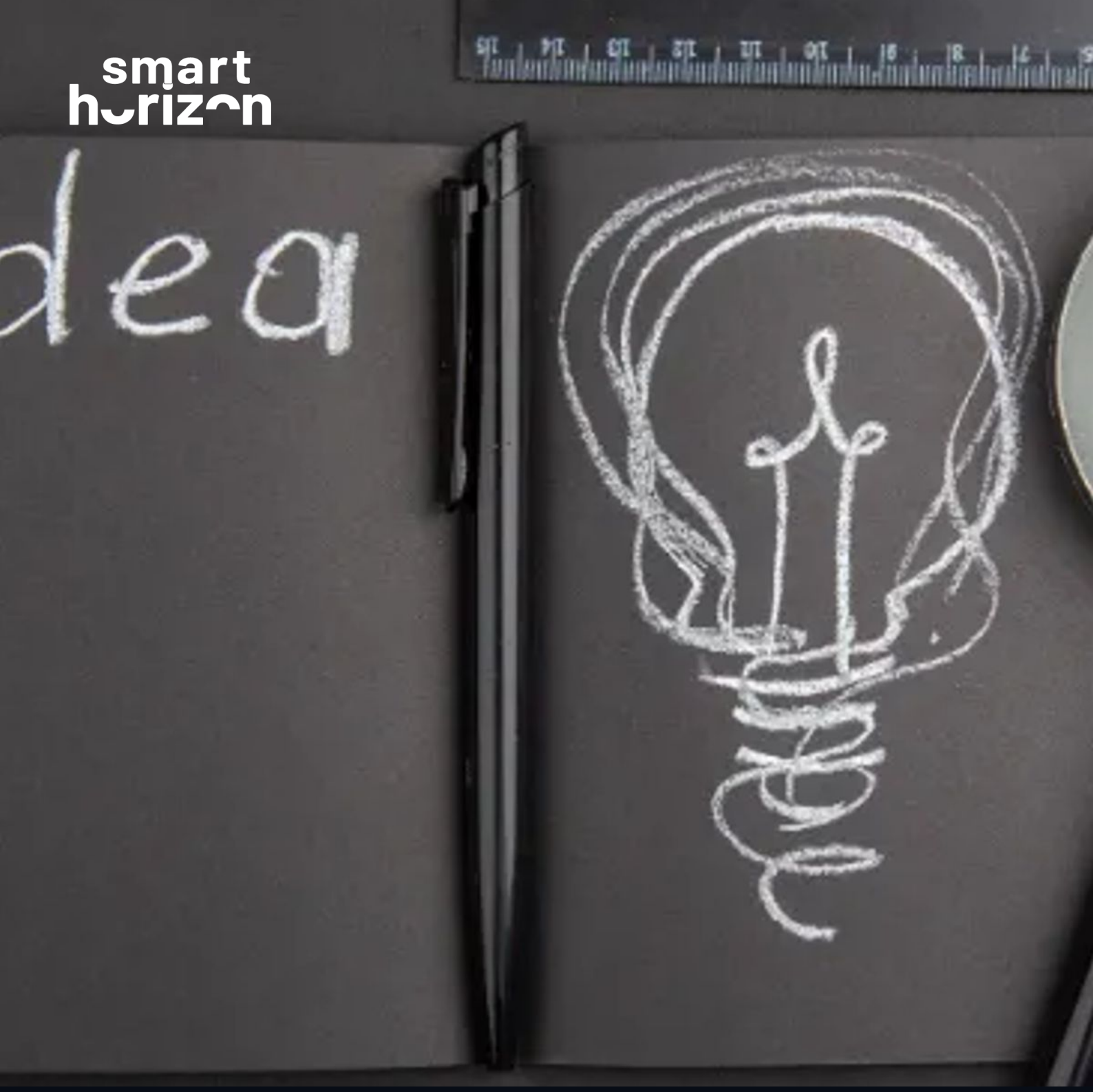


LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Creative Thinking and Innovation Techniques

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

This course explores creative thinking and innovation techniques essential for problem-solving and idea generation in professional settings. Participants will engage in practical exercises to enhance their creative capabilities, fostering an innovative mindset applicable to real-world challenges.

Creative thinking is crucial for professionals facing complex problems that require innovative solutions. Many organisations struggle to cultivate a culture of creativity, leading to stagnation and missed opportunities. This course addresses these challenges by equipping participants with tools and techniques to enhance their creative thinking skills. Participants will learn to identify and analyse workplace challenges, generate viable solutions, and implement innovative strategies that can lead to improved processes and products. By developing these skills, they will be better positioned to drive organisational success and adapt to changing market demands.
Participants will practice techniques such as brainstorming, mind mapping, and design thinking to generate and refine ideas. By engaging in collaborative exercises, they will learn to overcome mental blocks and foster an environment conducive to innovation. The skills developed will empower them to tackle workplace challenges creatively, enabling them to contribute effectively to their teams and organisations. Furthermore, participants will gain the confidence to present and advocate for their ideas, ensuring that their contributions are recognised and valued in their professional environments. This course ultimately prepares them to lead innovation initiatives and inspire others.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, group discussions, and hands-on exercises to cultivate creative thinking. Participants will engage in brainstorming sessions, use mind mapping tools, and apply design thinking methodologies to real-world scenarios. Each session culminates in the creation of tangible outputs, such as innovation proposals and project plans, which participants can implement in their workplaces. The use of case studies and role-playing will further enhance understanding, allowing participants to see the practical application of techniques in various contexts. This approach ensures that learning is both theoretical and practical, fostering a deeper understanding of creative processes and their applications in diverse professional settings.



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Course objectives

By the end of this course, participants will be able to:
• Analyse creative thinking barriers and identify strategies to overcome them.
• Design a mind map to visually organise ideas for a specific project.
• Evaluate the effectiveness of different brainstorming techniques in generating innovative solutions.
• Construct a prototype using design thinking principles to address a workplace challenge.
• Prioritise ideas based on feasibility and impact for implementation in an organisational context.
• Justify the selection of innovation techniques tailored to specific problem scenarios.

Target audience

This course is suitable for:
• Product Managers seeking to enhance their team's creativity.
• Marketing Professionals aiming to develop innovative campaigns.
• Project Leaders responsible for driving change and innovation.
• Team Leaders focused on fostering a culture of creativity within their teams.

Target competencies

Participants will develop competencies in:
• Facilitating brainstorming sessions to generate innovative ideas.
• Utilising mind mapping techniques for effective idea organisation.
• Applying design thinking methodologies to solve complex problems.
• Evaluating and prioritising ideas based on strategic relevance.
• Creating prototypes to test and refine innovative concepts.
• Overcoming mental blocks to enhance creative output.

Course outline

Day 1: Understanding Creative Thinking

Applied activity: Participants will identify personal barriers to creativity and discuss strategies to overcome them in small groups, focusing on specific workplace scenarios and challenges. Each group will present their findings and proposed solutions to the class, promoting collaborative learning.
Output: A personal action plan outlining strategies to enhance individual creative thinking and overcome identified barriers.

09:00–09:54	Defining creative thinking and its importance in the workplace.
09:54–10:48	Identifying barriers to creativity and innovation in teams.



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10:48–11:00	Exploring different types of creative thinking processes and their applications.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring different types of creative thinking processes and their applications. (continued)
12:12–13:06	Understanding the role of mindset in fostering creativity and innovation.
13:06–14:00	Examining case studies of successful creative initiatives in various industries.

Day 2: Techniques for Idea Generation

Applied activity: In groups, participants will conduct a brainstorming session using the SCAMPER method to improve an existing product or service. They will document their ideas and processes, preparing to share their insights with the larger group for feedback.
Output: A list of refined ideas generated from the brainstorming session, including potential next steps for implementation.

09:00–09:54	Introduction to brainstorming techniques and best practices for effective sessions.
09:54–10:48	Exploring the SCAMPER method for idea enhancement and innovation.
10:48–11:00	Utilising mind mapping for visual idea organisation and clarity.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising mind mapping for visual idea organisation and clarity. (continued)
12:12–13:06	Engaging in role-playing exercises to stimulate creative thinking and collaboration.
13:06–14:00	Implementing lateral thinking exercises to break conventional thought patterns and generate unique ideas.

Day 3: Applying Design Thinking

Applied activity: Participants will work in teams to define a user problem and develop a prototype solution using design thinking principles. They will incorporate user feedback into their design, iterating on their ideas based on real-world insights gathered during the process.
Output: A prototype and presentation detailing the proposed solution, including insights gained from user feedback.

09:00–09:54	Understanding the design thinking process and its stages in innovation.
09:54–10:48	Empathising with users to identify real needs and challenges in product development.
10:48–11:00	Defining problems clearly to guide creative solutions and ideation.
11:00–11:30	**Coffee break**



Course content

11:30–12:12	Defining problems clearly to guide creative solutions and ideation. (continued)
12:12–13:06	Ideating potential solutions through collaborative workshops and feedback sessions.
13:06–14:00	Prototyping concepts for user feedback and iteration, focusing on practical applications.

Day 4: Evaluating and Prioritising Ideas

Applied activity: Participants will evaluate and prioritise their generated ideas using a SWOT analysis. They will present their findings to the group, discussing potential challenges and opportunities for each idea, fostering a collaborative evaluation process.
Output: A prioritised list of ideas with justification for selection and a brief action plan for implementation.

09:00–09:54	Criteria for evaluating the feasibility of innovative ideas and solutions.
09:54–10:48	Techniques for prioritising ideas based on impact and effort for implementation.
10:48–11:00	Utilising SWOT analysis to assess potential solutions and their viability.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising SWOT analysis to assess potential solutions and their viability. (continued)
12:12–13:06	Creating an innovation roadmap for implementation and tracking progress.
13:06–14:00	Engaging stakeholders in the evaluation process to ensure alignment and support.

Day 5: Integrating Innovation into Practice

Applied activity: In teams, participants will develop a comprehensive innovation plan that integrates their ideas and strategies for fostering creativity within their organisation. They will include metrics for success and methods for sustaining innovation over time, preparing to present their plan to stakeholders.
Output: A detailed innovation plan ready for presentation to stakeholders, outlining key initiatives and expected outcomes.

09:00–09:54	Creating a culture of innovation within teams and organisations.
09:54–10:48	Developing strategies for continuous creative improvement and idea generation.
10:48–11:00	Implementing feedback loops for ongoing innovation and refinement of ideas.
11:00–11:30	**Coffee break**
11:30–12:12	Implementing feedback loops for ongoing innovation and refinement of ideas. (continued)
12:12–13:06	Measuring the impact of innovation initiatives on organisational performance.
13:06–14:00	Planning for the future: sustaining creative momentum and fostering an innovative mindset.



Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Rome Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Rome Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Vienna Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,940.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online