

CREATIVITY *to* INNOVATION

UNLEASH
YOUR
POTENTIAL
FOR
GREATER
SUCCESS



20 & 21 FEBRUARY 2013
PUTRA WORLD TRADE CENTRE
KUALA LUMPUR

CREATIVITY *to* INNOVATION

UNLEASH YOUR POTENTIAL FOR GREATER SUCCESS

Introduction

How do you generate, capture and implement your great ideas?

Would you like to turbo charge your innovative thinking and problem solving?

Within any organization people wear many hats and deliver many roles. They are researchers, problem solvers, communicators, facilitators, sometimes teachers and almost always learners. These same people face challenges and issues that need to be resolved and they need to take responsibility for finding relevant information, sifting through it, enacting a solution, evaluating it and improving on it.

Taking an innovative look at these challenges and issues will enable your organization to make meaningful change to improve the organization's products, services, programs, processes and even the business model to create value for the stakeholders. Organizations should be lead and managed so that innovation becomes part of the culture.

Learning Outcomes

By the end of this workshop participants will be able to:

- ◆ *Foster an innovation ecosystem*
- ◆ *Create a language and a structure for creativity and innovation*
- ◆ *Cultivate a high-performance culture in which people can flourish.*
- ◆ *Engage hearts and minds of employees*
- ◆ *Develop idea-generation, critical thinking, and problem-solving skills*
- ◆ *Improve performance, efficiency and productivity*
- ◆ *Improve collaboration and teamwork*
- ◆ *Develop new ways to connect with, and add value for your customer*

YOUR PRESENTER

LINDSAY ADAMS



Lindsay Adams provides entertaining and informative keynote speeches and educational seminars. He provides customised programs, tailored specifically to meet specific business needs.

Lindsay is a people expert who has worked with business owners, entrepreneurs and sales professionals across Australia, Asia and the United States. He won't just 'tell' you the principles of the topic without helping you put them into action. Lindsay is a Master Practitioner in Neuro Linguistic Programming and holds many management and training accreditations which he uses in his presentations and work with a diverse range of clients.

Lindsay was the 2009-2010 International President of the Global Speakers Federation and a Past National President of the National Speakers Association of Australia (NSAA). He holds the Certified Speaking Professional (CSP) designation with that organisation. CSP is the highest member designation of NSAA and the only internationally recognised designation for professional speakers. This designation guarantees that you receive a professional presentation every time.

COURSE OUTLINE

This program is designed to run over two days and includes a variety of teaching methodologies including many activity based and experiential learning activities. Participants will receive a comprehensive course workbook and materials.

DAY 1

Welcome, Introductions, Learning Objectives and Agenda

Introduction

- What is innovation?
- What is problem solving?
- What is decision making?
- Incorporating innovation in the changing workplace

The Innovation Process

- Defining the problem
- Exploring alternatives
- Selecting an alternative
- Implementing solution
- Evaluating the situation

Luminous Thinking

- The world of imagination
- You CAN Draw
- Visual language and its use
- The emotional, business and problem frame

Ideastorming

- Thinking differently
- The problem with challenges
- Ideastorming for innovative solutions
- Reframing everyday objects

Incubation and Inspiration

- The creative environment
- Bain waves and meditation
- Mining ideas from your sub-conscious
- Harnessing your memory

Recap on Day 1 - Close

PROGRAMME SCHEDULE

8.00 am	Registration
9.00 am	Morning session begins
10.30 am	Refreshment
1.00 pm	Lunch
2.00 pm	Afternoon session begins
3.30 pm	Refreshment
5.00 pm	End

DAY 2

Understanding Why I Don't Understand You

- Introducing the Golden Rule Vs the Platinum Rule
- Understanding the four Platinum Rule behaviours and how behaviours impact the innovation quotient of the team
- Harnessing the power of the individual as an innovative team leader

Harnessing the Power of the Platinum Rule

- Mastering the four styles in meetings
- Communicating with the four styles
- Negotiating with the four styles
- Innovating with the four styles

Ten Innovative Problem Solving Techniques

- Brainstorming
- TPN Analysis
- Matrix Analysis
- Paired Comparisons
- Team Purpose Analysis
- Cause and Effect Diagram
- SWOT
- The 5 W's
- The 5 Why's
- Six Thinking Hats

Decision Making

- Why decisions need taking
- Ingredients of good decision making
- Assess your personal thinking style
- Lateral thinking
- Decision making in a crisis

Techniques for Decision Making

- Understanding perception
- Thinking "Out-Of-The-Box"
- Looking at the Big Picture
- Understanding and overcoming mental blind spots

Recap on Program - Close

REGISTRATION FORM

PARTICIPANTS

DESIGNATION

EMAIL

1.
2.
3.
4.
5.

ORGANISATION

CORRESPONDING ADDRESS

CONTACT PERSON

SIGNATURE

TEL

FAX

EMAIL

TERMS & CONDITIONS

1. FOR PRIVATE SECTOR

2. FOR GOVERNMENT SECTOR

3. CANCELLATION POLICY

4. REGISTRATION FEE

5. GROUP DISCOUNT

6. PAYMENT MODE

7. BANK TRANSFER

- The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment or an undertaking letter is presented.

- A Local Order (LO) or Letter of Approval to participate must be presented before or during the event.

- For any cancellations, kindly inform the secretariat in writing / fax 3 days before the event, otherwise the conference fees will be billed. Replacement will / can be accepted. No refund for cancellation made after **15 February 2013**.

- **RM1,650.00 per delegate.**

- **RM50.00** per delegate will be given for group registration of Five (5) or more from the same organisation (same time and same billing source).

Fees to include Lunch, Refreshments and Workshop materials / documentation)

- All Bank Draft / Local Order / Cheques must be crossed and made payable to

WORLDWIDE CORPORATE RESOURCES SDN BHD

Bank - Maybank Berhad

Account Name - Worldwide Corporate Resources Sdn Bhd

Account No - 5140 5717 4708

All enquiries must be forwarded to:-

Secretariat

GlobaleventAsia

Worldwide Corporate Resources Sdn Bhd

Level 36 Menara Citibank

165 Jalan Ampang, 50450 Kuala Lumpur

Tel: 603-4142 0960 / 2169 6347

Fax: 603-2788 3605 / 2169 6168

Email: noura@globaleventasia.com

globalevents.wcr@gmail.com

Attn: Ms Nora (HP: 016-665 6138)

www.globaleventasia.com

CREATIVITY TO INNOVATION

HRDF CLAIMABLE

The Fee is Claimable from HRDF under SBL Scheme
(Subject to HRDC Policies and Procedures)



No Siri: 1378

* The organiser reserve the right to make any necessary amendments to the benefits of this workshop.