

Innovative Methodology

Are you facing business problems?

Do you know how to use innovation and creativity to solve them?

Introduction

The world has unlimited possibilities when you are at the beginning of your journey working on creating new products or services. You can see the end product, and you are eager to place it in the hands of consumers to test and use it, and, eventually, love it to acquire it. You are judged by the number of units sold or services consumed, by the revenue your product generated, whether the product sales covered the costs of the investments you'd made and the strength of your business model. To be successful in your efforts to build this new product or service, you need to follow a process that helps navigate through pitfalls of product development so that you can learn and pivot early enough before small mistakes, or invalidated assumptions turn into large problems. This methodology can also be used as a framework for business problem-solving. So, do you want to solve your business problems?

Program Objectives

This program aims to:

- Gain knowledge in areas related to design and innovation,
- Apply practical /technical/psychomotor skills in areas related to innovation and engineering design,

Learning Outcomes

After completing this program, participants should be able to

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- Enhance thinking skills and scientific approach in areas related to innovation and engineering design,
- Improve communication skills, social skills in relating to innovation methodology particularly to energy retailer industry

Who Should Attend?

Executives, senior executives, managers and senior managers who need creativity and innovation in problem-solving.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9:00am - 10:30am	<p>Innovation and Creativity: A Journey Starts</p> <p>At the end of this module, participants should be able to define creativity, distinguish the difference between creativity, innovation and creative thinking, identify the components of creativity, identify and describe various creative thinking tools, describe product design processes, and implement design theory in the innovation project.</p>
10:30am - 11:00am	Morning Break
11:00am - 1:00pm	<p>Recognising the Difference between Creativity & Innovation</p> <p>In this module, participants would understand the cycle of innovation, which is the key contributor to creativity and innovation. The myth about creativity and innovation and factors that block the creativity and innovation are shared in this module. Besides, participants would understand why the innovative and creative mindset in the workplace is essential.</p>
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<p>The Innovation Process</p> <p>The module elaborates on the innovation process. At the end of this section, students should be able to define the innovation process, explain the steps involved in the innovation process, describe techniques to generate ideas and Issues involved In Idea generation, Identify the steps for evaluating competitors' products and take part in the Value Creation Forum (VRF).</p>
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<p>Enabling Creativity</p> <p>In this module, participants would learn simple methods and techniques to develop creativity. The practical session is conducted to help stimulate the creativity and innovation of participants in problem-solving. Then, the participants would learn to identify ways to promote creative</p>

Time	Day Two
9:00am - 10:30am	<p>Methods and Tools for Generating Ideas</p> <p>The participants would learn various methods for generating innovative and creative ideas such as brainstorming or blue-sky thinking sessions, reverse brainstorming, sort cards or mind maps, sticky notes or meta-planning techniques. After learning the methods,</p>

	participants would identify when best to use each idea generation technique.
10:30am - 11:00am	Tea Break
11:00am - 1:00pm	<p>Logical versus Lateral Thinking</p> <p>Lateral thinking does not replace logical thinking! Lateral thinking only makes you shift your logical thoughts from one sequence to another. In this session, participants would recognise the differences between lateral and logical thinking. Participants would practise how to use both lateral thinking and logical thinking to equip themselves with innovation and creativity.</p>
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<p>Creative and Innovative Problem Solving</p> <p>In this module, participants would learn creative and innovative problem-solving techniques. The participants would learn how to use the problem checklist, “go wild” and five whys. A case study is used to apply creativity and innovation to work-related problems.</p>
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<p>The Habits of Creative People and Innovators</p> <p>The world's best innovators take new approaches to creativity. By learning some of their habits, participants can avoid those ruts and squash negative thinking when you're stuck. This module enables participants to shift what they learnt in the workshop to a sustainable mindset that they can use it in their lives.</p>