

# APPLIED CREATIVITY

## WHAT IS IT ABOUT?

The World Economic Forum's Future of Jobs Report predicts creativity, innovation and ideation will be key skills for the workforce of the future.

It's the creativity of employees that enables the organisations of today to adapt and innovate as the speed of business demands.

Creativity is a critical leadership skill because if we don't harness new ideas then we'll stagnate. In order to achieve creative change we have to disrupt the status quo. We must do things differently and break free from business as usual.



## WHAT WILL YOU LEARN?

- Develop creative problem-solving skills using the basic elements of the creative process
- Explore and practice a wide range of practical techniques to understand problems thoroughly, generate and develop new ideas and compare and evaluate solutions

**THE CREATIVE PROCESS  
IS A PROCESS OF  
SURRENDER**

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## WHOM IS IT FOR?

Anyone who wants to nurture their creative thinking and problem-solving skills

## METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- Divergent thinking: the ability to develop multiple ideas and concepts to solve problems
- Convergent thinking: test the ideas and evaluate them as to their potential value