

# Creativity & Innovation

## Category and Courses Marketing Kit

Employers want creative staff. Be that applicant. Be that employee.



# Contents

<b>I. Course Summary Descriptions</b> .....	<b>1</b>
Certificate in Creativity and Innovation.....	1
Creativity & Innovation Toolkit.....	1
Creativity in Teams and Organizations.....	2
Design Thinking.....	2
Innovation in Teams and Organizations.....	2
Introduction to Critical Thinking.....	3
Personal Creativity.....	3
<b>II. Testimonials</b> .....	<b>4</b>

# I. Course Summary Descriptions

## Creativity & Innovation

Can you teach creativity? No. Can you teach skills, mental frameworks, and tools to help people capture their ideas and make them a reality? Yes, absolutely. With MindEdge's Creativity and Innovation courses, learn to harness the power of your imagination and apply it to real-world scenarios, setting you apart in the professional workforce.

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## Certificate in Creativity and Innovation

Because organizations must innovate to stay alive in today's highly competitive marketplace, organizations need employees who can channel their creativity and innovation toward organizational challenges and goals. This certificate program will first help you become re-acquainted with your own stores of creativity and innovation. Next, you are given a set of tools that allow you to leverage your creativity to identify and solve organizational problems.

**Learner Satisfaction: 98%**

**Estimated length: 18 hours**

**Access Time: 360 days**

**Credits: 1.8 IACET CEUs / 18 HRCI Credits / 18 SHRM PDCs**

## Creativity & Innovation Toolkit

Creativity and innovation are not one and the same. Creativity is the generation of new ideas by individuals and teams. Innovation is the process of converting those ideas into new products, business practices, and strategies that create value.

It's a meaningful distinction because creativity needs to be translated into something concrete for it to generate value. Protecting and nurturing new ideas, and bringing them to fruition, is the basis of innovation. That innovation takes place in and through organizations making it more complex.

Leaders of organizations of all sizes and types hope to encourage creativity in their employees. Eliciting creative and innovative ideas within a group, team, or organization has become a crucial skill. The ability of leaders to nurture and protect new ideas is vital to the health of the organization.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs**

# Creativity in Teams and Organizations

Spurring creativity in teams can be very challenging, but could also be the difference between a successful team and an unsuccessful one. This course looks at spurring creativity and innovation in teams and organizations. Drawing on the latest academic thinking, it outlines the key factors for creative teams. Further, the course focuses on tools and techniques designed to yield more productive thinking in collective settings. Participants learn about a number of targeted tools, including brainstorming, Discussion 66, Provocation, and others, to generate fresh thinking in smaller group settings and in their organizations.

**Learner Satisfaction: 100%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 HRCI Credits / 5 SHRM PDCs**

## Design Thinking

In today's competitive marketplace, companies must come up with innovative solutions to everyday challenges. The design thinking approach can be an effective tool for organizations looking for practical and creative ways to solve problems. This course will examine the benefits of design thinking and present strategies for generating innovative products and ideas that can set an organization apart from its competitors. It highlights real-world examples of design thinking applications across several different industries. It considers accessible design and looks at methods for testing ideas.

**Learner Satisfaction: 96%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs**

## Innovation in Teams and Organizations

Innovation can make or break an organization in terms of its ability to win and keep customers. This course looks at innovation in corporations and the public sector. It reviews the latest academic thinking on innovation, including Clay Christensen's seminal thinking on disruptive technology and the proper response to the disruption. Further, it explores some of the internal responses to the need for creativity, including idea champions, idea incubators, new venture teams and skunk works, and the process of moving from innovation to commercialization. This course also covers some of the more successful corporate innovators as a way of illustrating the principles of effective innovation in large organizations.

**Learner Satisfaction: 97%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs**

# Introduction to Critical Thinking

Critical thinking is an intellectual model for reasoning through issues to reach well-founded conclusions. It may be the single-most valuable skill that one can bring to any job, profession, or life challenge. Being able to ask the right questions, critique an argument, and logically dissect an issue occur constantly in the workplace and our lives. This introductory-level course is designed to help learners define and identify critical thinking and reasoning skills and develop those skills.

**Learner Satisfaction: 95%**

**Estimated length: 7 hours**

**Access Time: 90 days**

**Credits: 0.7 IACET CEUs / 7 HRCI Credits / 7 SHRM PDCs**

# Personal Creativity

This course examines how one can become a more creative person. By stimulating creativity through various techniques (mind-mapping, DO-IT, SCAMPER, right and left brain thinking) participants learn to tap into their personal creativity and apply it to organizational challenges.

**Learner Satisfaction: 97%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs**

## II. Testimonials

The following testimonials are provided by learners that have completed courses in the Creativity & Innovation suite.

### **Creativity in Teams and Organizations**

*"Very insightful course with useful practical tips on how to spark team creativity."*

### **Innovation in Teams and Organizations**

*"I found this course to be particularly informative (and inspiring)! The content was up-to-date, used real-world examples to help students contextualize the material, and provided us with enough knowledge to feel confident in pursuing creativity and innovation."*

### **Introduction to Critical Thinking**

*This is probably one of the BEST online learning modules I have ever done. Super packed with info. Really makes you think!"*

### **Personal Creativity**

*"I urge any would-be leader to go through the course."*