



**UNLEASH YOUR  
POTENTIAL WITH A**

# **CREATIVITY AND INNOVATION CERTIFICATE**

## **WHY EARN A CERTIFICATE IN CREATIVITY AND INNOVATION?**

Organizations must innovate to compete and survive, and organizations need employees who can harness their creativity and innovation to meet objectives and solve problems. This certificate will help you become reacquainted with your own stores of creativity and innovation. It also provides tools and best practices that allow you to leverage your creativity and foster innovation among your team.

## **WHAT WILL I LEARN?**

**Completing our online creativity and innovation certificate prepares you to:**

- Describe ways to make teams and organizations more open to creativity and innovation
- Use team creative tools such as brainstorming, visioning, and anonymous idea generation
- Describe techniques for prototyping new ideas
- Outline the key factors for creative teams and an innovative organization
- Describe internal innovation tools such as idea champions and idea incubators
- Explain the uses of creative tools and the basis of personal creativity
- Identify and overcome barriers to creativity and critical thinking
- Employ creative tools like SCAMPER, random input, mind mapping, and DO IT
- Describe the key characteristics of personal creativity

**For more information and a complete list of courses, visit:**

## CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) expects that overall employment of those working in creative occupations is projected to grow about as fast as the average for all occupations from 2023 to 2033. About 88,000 openings are projected each year, on average, over the decade.

Skills like creativity and innovation are critical for almost every profession. However, common career paths or growth opportunities that require creativity and innovation include:

### Creative Professionals

Creative professionals often work in collaborative environments and use their skills to create content and communicate ideas to an audience. They can work in a variety of fields, such as writing, design, marketing, and management. Creative professionals help guide an organization's creative processes and can assist leaders with developing ways to spark creativity and innovation among teams.

### Art Directors

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create or assist with the overall design, and then they direct others who develop artwork or layouts. Art directors must not only be creative themselves, but inspire creativity and innovation in others.

### Frontline Managers

Frontline managers are responsible for overseeing the daily operations of an organization, including the activities of frontline employees. They must be able to find creative solutions to problems and resolve conflicts within their teams. Effective managers use a variety of methods to inspire creativity, such as providing recognition, seeking out others' opinions, and making the work environment safe for all to fail and experiment.

**The Certificate in Creativity and Innovation is available 100% online.**

The courses included in this certificate carry:

**HRCI Credits | IACET CEUs | ATD CI Credits | SHRM PDCs**

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