



Workplace Synergistics
a talent optimization company



Course Catalog

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Workplace Synergistics

For us, it's about fully assessing the task at hand, finding the right solution for the company and empowering the people who work there to attain their professional goals. The business landscape is evolving quickly and requires an equally dynamic workforce. Today's professional needs to possess a blend of soft skills, process acumen and have the understanding of how technology can assist their skill set in order to be successful. This is where our robust offering of professional development programs comes in.

Workplace Synergistics offers half-day and full-day training classes to a variety of clients for the purpose of developing the clients' employees, managers and leaders. Training is sold in multiple day packages such as New Management Essentials and Leadership Development, or as individual one to two-day topics such as time management, conflict resolution, team development, creative problem solving and over one hundred additional individual class titles and subjects. And remember, we can always customize a course for you.

Rusty Bozman, MSIOP, CCP



For over twenty-five years, Rusty held senior leadership roles in all aspects of Human Resources for large publicly traded and private organizations. He built his career establishing human resources strategy in the information technology, healthcare, and real estate sectors, with organizations including Computer Associates International, The St. Joe Company, and Blue Cross Blue Shield.

During this time, he developed expertise in the areas of strategy development, executive team alignment, organizational and leadership development, performance effectiveness, survey development and total rewards.

Rusty is the co-founder of Workplace Synergistics, a talent optimization company headquartered in Jacksonville, Florida. He is a Certified Select Partner with The Predictive Index, which offers a unique talent management platform. He is also a Certified Compensation Professional and is certified in Talent Optimization.

He holds a B.S. in Psychology from the University of Florida, and a M.S. in Industrial / Organizational Psychology from the University of Baltimore, and is active in civic, educational and charitable activities.

Table of Contents

Energizing Workplace Performance	5
Building High-Performing Teams	6
Managing Organizational Change Effectively	8
Communicating with Clarity and Impact	10
Resolving Conflict	12
Creatively Making Decisions and Solving Problems	14
Negotiating for Results	16
Presenting with Impact	18
Transitioning to Your Role as a Manager and a Leader	20
Managing Your Time Effectively	22
Developing New Managers	24
Developing Emotional Self-Management	26
Creating an Engaging Culture that Drives Success	27
Learning the Art and Science of Strategy	28
Innovating for Change	30

Energizing Workplace Performance

Duration: 1 Day

Delivery Methods:

- Group exploration and facilitator led discussions
- Practical exercises
- Best practice theory exploration

Overview:

The effectiveness of an organization to realize its vision and mission is directly related to how well its managers can execute and manage the aligned performance of their teams.

According to the U.S. Office of Personnel Management, performance management consists of five components:

- Planning work and setting goals
- Continually monitoring and performance
- Developing the capacity of a team to perform
- Assessing performance
- Rewarding

Course Outline:

Module 1: The Power of Great Performance

- Performance management is an alignment process
- Improving performance year over year
- Developing and growing talent
- What is your purpose?
- Translate strategy into action
- The discipline of execution
- Motivating your team

Module 2: Developing Talent

- Assessing talent
- 9-Box talent assessment
- Coaching & counseling
- Situational leadership concepts and SLII assessment

Building High-Performing Teams

Duration: 1 Day

Delivery Methods:

- Group exploration and facilitator led discussions
- Practical exercises
- Best practice theory exploration

Overview:

This high energy training program will help you equip members of a team with the essential skill set and mind set to be a professional team player in a high performing team in which every individual takes responsibility to be productive, proactive and reliable.

Course Objectives:

By the end of this training course participants will be able to:

- Understand the key advantages of high performing teams and why companies are firm supporters of the team model
- List the Ten Characteristics of high performing teams
- Identify the attitude, skills and knowledge of the perfect team member
- Team chartering and the phases of team development

Target Audience:

Teams and workgroups aiming for a more dynamic and effective work environment.

Course Outline:

Module 1: Introduction to Teamwork

- Why do companies have teams?
- Defining a team
- Are we all pointing in the same direction?
- Common team goals

Module 2: Characteristics of High Performing Teams

- The Ten characteristics of high performing teams
- "The Kelly Affair"

Module 3: Developing the Team

- The nine team roles
- Find out your team role self-assessment
- The perfect team member activity
- The Ten characteristics of high performing team members

Module 4: Decision Making Models and Team Synergy

- Decision making models
- Team survival exercise
- Communication self-assessment

Managing Organizational Change Effectively

Duration: 1 Day

Delivery Methods:

Self-discovery and critique, group exploration and facilitator led discussions, practical exercises, and best practice theory exploration.

Overview:

No matter if you are the boss or not, change affects everyone. In dealing with change, people must address their own thoughts, feeling and behaviors first to be able to go through a change.

There are loads of books and training programs addressing organizational change. This training program focuses on what it actually feels like during a workplace change or a personal change. It provides you with a logical framework to assist you in gaining perspective on the change situation you are facing and its impact and helping you develop insight that will guide you through the transition.

The goal of this one-day program is to help you take responsibility for how you react and respond to a change by giving you a set of tools and techniques of self-awareness and assessment to light up the curves and sometimes bumpy ride on your road to change.

Course Objectives:

By the end of this training course participants will be able to:

- Clearly understand how it feels like during a change situation.
- Understand and follow a six-step process to help you take responsibility for how you react and respond to change.

Target Audience:

Individuals at all levels who wish to learn and follow a logical process to deal effectively with personal change.

Course Outline:

Introduction to Change

- The 5 key principles of change
- Readiness for change – self-assessment questionnaire
- The change curve
- The link between change and memory

Module 1: Loss & Doubt

- Step 1 loss to safety
 - Choices model and the burning platform
- Step 2 Doubt to reality
 - The six basic questions

Module 2: Discovery

- Step 3 Discomfort to motivation
 - Self-reframing
- Step 4 Discovery to perspective
 - Force field analysis

Module 3: Integration

- Step 5 Recognizing the benefits of the change
 - Changes you survived – Activity
- Step 6 Experiencing integration after the change
 - Change analogy – the flying trapeze

Communicating with Clarity and Impact

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

This high energy one-day program is designed to focus on the foundation communication skills: listening, asking insightful questions, and recognizing the power non-verbal communication.

Participants will learn how to build rapport using simple techniques such as pacing and leading which can translate into positive results.

Participants will learn how to combine voice tone, body language with language that engages others. Using a four-point communications model, participant will be able to communicate their messages more clearly, confidently and effectively.

Course Objectives:

By the end of this training course participants will be able to:

- Communicate clearly, confidently and assertively.
- Engage better with other by listening more effectively and asking insightful questions.
- Use techniques to build better rapport with others.
- Combine tone of voice, body language with the right language to communicate the intended message more clearly.
- Use four principles to communicate with impact.

Target Audience:

Business professionals who wish to polish their communication skills.

Course Outline:

Module 1: How Well Do You Communicate?

- How well do you communicate?
- What makes a great communicator?
- Four basic principles of communication

Module 2: Use Engaging Language

- Focus on behavior, not personality
- Be specific
- "I" messages and owning your language

Module 3: Use the Power of Questions

- Controlling a conversation
- Different types of questions
- The questioning funnel

Module 4: Use Active Listening

- Evaluate your listening skills
- Listening and empathy
- Active listening
- How to listen better

Module 5: Use Non-Verbal Communication and Build Rapport

- Importance of rapport
- Matching non-verbal communication
- Importance of body language

Resolving Conflict

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration
- Facilitator led discussions
- Practical exercises
- Best practice theory exploration

Overview:

Conflict is inevitable, we've all had them and probably will have them in the future. This one-day conflict resolution training program will teach you or help you teach others all they need to more confidently deal with workplace conflict situations. From what is a conflict to how conflict situations can have positive outcomes. Participants will learn and practice a conflict resolution process to successfully handle workplace conflict outlining common tactics, counter tactics and games used in conflict resolutions.

Course Objectives:

By the end of this training course participants will be able to :

- Develop strategies for dealing with conflict Learn and practice a simple conflict resolution process.
- Find out the potential benefits of conflict when handled properly.
- Become more confident in handling common workplace conflict situations
- Be aware of the different styles, strategies and outcomes of conflict
- Recognize the potential benefits and disadvantage of third party interventions (Mediation & Arbitration)

Target Audience:

Business professionals who wish to enhance their communication and conflict resolution skills.

Course Outline:

Module 1: Conflict Resolution Primer

- Is conflict good or bad?
- Potential benefits of conflict
- Cost of conflict
- Defining workplace conflict

Module 2: Conflict Anatomy

- Possible conflict outcomes
- Conflict resolution strategies
- Conflict resolution styles
- Conflict analysis worksheet

Module 3: The Conflict Resolution Process

- The resolution process to follow
- Bridging and using the right language
- Principled negotiation

Module 4: Games & Conflict Resolution

- Conflict resolution games
- Types of games people play in conflict resolution
- Counter tactics and dealing with games
- Costs associated with unresolved conflict

Module 5: Mediation & Arbitration

- The mediation process
- What is arbitration?
- Advantages and disadvantages of arbitration

Creatively Making Decisions and Solving Problems

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

This highly interactive workshop introduces a variety of creative solution generation and decision making techniques. Participants will develop the skills necessary to analyze a problem, generate creative solutions, and decide which solution most closely matches their needs.

Course Objectives:

By the end of this training course participants will be able to:

- Apply logical tools to properly analyze problems for root causes.
- Establish and compare options in a variety of situations.
- Identify the best choice from various options and address group think.
- Achieve group consensus about important decisions.
- Apply a four-step process to systematically solve problems and decide on appropriate solutions.
- Use methods and tools (systematic process and fishbone diagramming) to discover the underlying cause of a problem.
- Use brainstorming, mind mapping, and several other creative thinking techniques to generate possible solutions to the problem.
- Use the following decision-making techniques: Pro/Con, Force Field Analysis, Decision Matrix, Feasibility/Capability Analysis, and Cost/Benefit Analysis.
- Create an action plan to implement the appropriate solution.

Target Audience:

Business professionals who want to develop practical skills and approaches to problem solving, creative idea generation, and decision-making tools where the solutions are not always obvious.

Course Outline:

Module 1: Define the Problem

- Systematic problem definition (six basic questions)
- Systematic problem definition grid
- Cause and effect/Fishbone/Ishikawa diagrams
- Why-Why diagrams

Module 2: Find Creative Solutions

- Eight blocks to creative thinking
- Brainstorming
- Mind maps
- SCAMMPERR
- Reverse brainstorming
- De Bono's six thinking hats

Module 3: Evaluate and Select Solution

- Pro's and con's
- Steps in force field analysis
- Cost/benefit analysis
- Feasibility/capability analysis

Module 4: Implement Solution and Create an Action Plan

- Planning and scheduling
- Planning steps
- The big planning tip

Negotiating for Results

Duration: 1.5 - 2 Days

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussion
- Games-based learning
- Practical exercises
- Best practice theory exploration

Overview:

This one-day workshop is focused on setting in place principles for the development of robust negotiation skills. It will provide you with tools to promote effective negotiation communications and gives you techniques for turning face-to-face confrontation into side-by-side problem solving.

Course Objectives:

By the end of this training course participants will be able to :

- Define negotiation and identify steps for proper negotiation preparation
- How to negotiate effectively with different personality styles
- Define principled negotiation and identify the four steps in the negotiation process.
- Learn bargaining techniques and strategies of inventing options for mutual gain and move negotiations from bargaining to closing.

Target Audience:

Business professionals and team members of all levels who are looking to enhance their negotiation and communication skills

Course Outline:

Module 1: Introduction to Negotiation

- Identify the qualities of successful and unsuccessful negotiators
- Define negotiation and provide examples of when you have negotiated in and outside work
- Identify a negotiation situation you will practice during class

Module 2 Personality Types

- Explain the benefits of knowing personality styles
- Explain the behaviors as well as the strengths/weaknesses of each personality style
- Identify your own personality style.
- Identify how to work more effectively with each personality style while negotiating.

Module 3: Personality Types

- Explain how to choose a negotiation strategy based on relationship and results
- Define positional bargaining.
- Identify the differences between “ Soft” and “ Hard” negotiating.
- Define principled negotiation.
- Identify the four steps in the negotiation process

Module 4: Preparing for Negotiation

- Identify fears and “ hot buttons ” as well as strategies to overcome them.
- Identify areas to research on your side and on your opponent’s side.
- Define your BATNA (best alternative to a negotiation agreement), WATNA (worst alternative to a negotiation agreement), WAP (walk away point) and ZOPA (zone of possible agreement)
- Skill practice: Prepare for your personal negotiation situation.

Module 5: Opening the Negotiation

- Explain how to create a positive first impression.
- Explain the importance of “small talk” and finding common ground in negotiation.
- Explain how setting ground rules can influence a negotiation
- Identify important negotiation ground rules.

Module 6: Exchange Information and Bargain

- Explain how to initially exchange information
- Identify contingency plans for unfavorable situations.
- Explain bargaining techniques
- Explain strategies for inventing options for mutual gain.

Module 7: Handle Opposition

- Explain strategies to bring your opponent from NO to YES
- Identify strategies to deal with negative emotions.

Module 8: Close the Negotiation

- Explain how to move from bargaining to closing.
- Explain the closing process.
- Practice your personal negotiation situation and get feedback from other participants

Presenting with Impact

Duration: 2 Days

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Practical exercises
- Best practice theory exploration

Overview:

How often have you had to endure a presentation where the presenter just gave a lecture while you were expected to passively listen and perhaps take notes? Most people think this style does not really teach, inspire, or motivate an audience. If the only purpose of your presentation is to transfer information, you are better off distributing it in a handout/email and canceling the event.

An effective presentation aims to change the audience and get them to think or act differently. The presenter should be able to engage them with a clear, focused message, logical arguments, and compelling visuals. Add a passionate delivery that evokes emotions and your presentation is sure to impact your audience forcefully.

This two-day program provides a guiding framework to teach others how to design, develop, and deliver compelling, high impact presentations. Participants will learn simple, innovative concepts they can apply throughout the design and delivery process. Additionally, participants will review how to structure presentations, research content, create impactful visuals and enhance their delivery skills.

Course Objectives:

By the end of this training course participants will be able to:

- Describe the three principles of presentation.
- Structure a presentation and visuals with focus, clarity and impact
- Effectively visualize, build, structure, and deliver a presentation with focus, engagement and passion.

Target Audience:

Anyone who wishes to dramatically enhance their presentation skills.

Course Outline:

Module 1: Presentation primer

- Character, logic, and emotion
- The three principles of presenting

Module 2: Preparing your structure

- What's the point?
- Knowing your audience
- Researching your topic
- Creating your structure
- Visualizing your ideas

Module 3: Preparing your slides

- The function of slides
- More images and fewer words
- Backgrounds, fonts, and contrast
- Bullets, quotes, and using animation
- Slide design tips

Module 4: Preparing yourself

- Are you an expert?
- Dealing with nerves
- Looking the part
- Attitude, skills, and knowledge of the perfect presenter

Module 5: Delivering your presentation

- Passion, proximity, and participation
- Beginning with a P.U.N.C.H.
- Building rapport and addressing questions
- The charisma recipe
- Having a powerful ending

Transitioning to Your Role as a Manager and a Leader

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Practical exercises
- Best practice theory exploration

Overview:

The best leaders have the ability to share their vision with passion and commitment, giving their people a purpose, a challenge they are willing to embrace and carry on achieving amazing results. This one-day, activity-based training program will empower you as a leader in bringing out the best in yourself and others by exploring the most critical leadership success factors of strong leadership that will help you bring your people together, motivate, energize and inspire them to their full potential to achieve extraordinary things.

Course Objectives:

By the end of this training course participants will be able to:

- Describe the roles and responsibilities of a true leader.
- Clearly understand the difference between roles managers and roles leaders.
- List the three main essential roles of a leader
- Understand what motivates people and explain the 4motive motivational model.
- Identify what employees want from a leader.
- Understand different perspectives and what defines a true leader.
- Find out their preferred leadership style
- Balance team, task and individual functions
- Identify what it takes to role model strong leadership
- List the leadership critical success factors

Target Audience:

All people managers, anyone in a leadership position.

Course Outline

Module 1: What leaders do?

- As a leader, what is your job?
- Management Vs Leadership
- The three essential roles of a leader
- People motivation

Module 2: What leaders know?

- What employees want from their leader?
- Catch them doing something right!
- What defines a leader?
- Leadership and perspectives

Module 3: What are leaders like?

- Find out your leadership style
- Balance team, task and individual functions
- Role model strong leadership
- The leadership critical success factors

Managing Your Time Effectively

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

Through self-analysis/discovery activities and several hands-on exercises, participants learn how to manage themselves. By first taking an analytical look at their current use of time, participants learn to use tools and techniques to set goals, plan, prioritize, and delegate. They will also explore how to manage their relations with others when it's related to time management. This high energy course equips participants with what they need to be in control of their time rather than being in the control of other people, events and interruptions.

Course Objectives:

By the end of this training course participants will be able to:

- Recognize personal strengths and any shortcomings in their approach to managing time as a crucial resource.
- Organize themselves and their workspace for better efficiency.
- Take control of their time and make improvements to their ways of working.
- Set goals and use different time planning methods.
- Identify time bandits, assess priorities, and handle time related stress more effectively.
- Use best practice delegation steps.

Target Audience:

Business professionals who want to take better control of their time and manage themselves, their work environment, and their relations more effectively.

Course Outline

Module 1: Managing Yourself

- Setting goals
- Making-your goals SMART
- Planning and scheduling
- Evaluate priorities
- Analyze your Time Map
- What is procrastination?

Module 2: Managing Your Work Environment

- Identify time bandits
- Dealing with e-mail
- Manage meetings effectively
- Filing and finding
- Dealing with paperwork

Module 3: Managing Your Relationships

- Learn to delegate
- Learn to say "NO"
- Manage stress effectively

Developing New Managers

Duration: 1 Day

Delivery methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

Packed with fun, hands-on activities, this one-day program will help you teach your class four core management fundamentals that are essential for each new line manager and supervisor. From setting clear objectives to monitoring performance to motivating your team, situational leadership and more, the program helps you teach key management concepts with a fun practice activity in each module to help you apply the concepts learned in a fun interactive manner. Additionally, as a wrap-up, participants get to practice what was learned in a skill practice role play activity as a practical review.

Course Objectives:

By the end of this training course participants will be able to:

- Identify the personal qualities and skills of an effective manager/supervisor.
- Recognize the importance of setting clear objectives and instructions to facilitate good performance.
- Understand and implement the principle of MBWA (Management By Walking Around) to check that standards are being maintained through effective performance monitoring.
- Identify methods for monitoring staff's performance against both quantifiable as well as behavioral objectives.
- Understand the importance of constructive feedback in maintaining performance standards.
- Understand the key concept of situational leadership.
- Identify ways to motivate staff in the workplace.

Target Audience:

People managers – line managers- supervisors

Course Outline:

Module 1: Introduction

- The Four Management Fundamentals
- What's your job?
- The Perfect Manager – Activity
- The Perfect Employee --Activity

Module 2: Setting Direction

- The Management Cycle
- Situational Leadership
- Goals and Direction Setting
- SMART goals and making the intangible tangible

Module 3: Monitoring Performance

- Monitoring performance against quantifiable objectives
- Monitoring performance against behavioral objectives
- Management by walking around – MBWA
- "You get what you inspect" – activity

Module 4: Keeping Staff Motivated

- What motivates us?
- Maslow's hierarchy of needs
- Frederick Herzberg's motivational model
- Skill vs Will Matrix

Module 5: Giving Feedback

- Positive and negative feedback
- BEF formula for constructive feedback
- Forum theater interactive role play and case study
- Succession planning and change management

Developing Emotional Self-Management

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Practical exercises
- Best practice theory exploration
- Multiple psychological assessments

Overview:

Emotional Intelligence (EI) refers to a distinct combination of emotional and social skills and competencies that influence our overall capability to cope effectively with the demands and pressures of work and life. Leaders high in emotional self-awareness are attuned to their inner signals, recognizing how their feelings affect them and their job performance. They find ways to manage their unproductive emotions and impulses, and even channel them in useful ways. They are attuned to their guiding values and can often intuit the best course of action, seeing the big picture in a complex situation. Emotionally self-aware leaders can be candid and authentic, able to speak openly about their emotions or with conviction about their guiding vision. Emotional self-management enables empathy, ability to tolerate stress and build trust with others.

Target Audience:

Anyone who works with, or manages, other people.

Course Outline

Module 1: Emotional Intelligence

- What makes us successful?
- Principles of Emotional Intelligence
- Emotional Intelligence competencies for leaders
- Two dimensions of Emotional Intelligence
- EQi 2.0 Assessment Review

Module 2: Managing Stress

- Is stress good or bad?
- General Adaptation Syndrome
- Distress vs. Eustress
- Reducing Stress
- Stress Processing Report Assessment Review

Creating an Engaging Culture that Drives Success

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

Behind every successful organization or team, there is a productive team culture supporting it. But what exactly is culture? This course broadens participants' awareness of the forces that shape culture and the ways culture can either support or curtail performance. Leveraging scientific assessments, participants can isolate cultural aspects that require attention and are provided skills to change the culture to better align with the vision and strategy.

Target Audience:

Managers and leaders with a goal of creating and sustaining an organizational culture of engagement and high performance.

Course Outline

Module 1: Large Scale Organizational Change

- What is Change?
- Understanding Change
- Planning for Change
- Managing Resistance to Change
- Implementing Change

Module 2: The Paradigm Question

- What are Paradigms?
- How Paradigms Help or Hurt
- Demonstration of Personal Paradigm Bias

Module 3: Culture

- Why Culture Matters
- Creating Maximum Shareholder Value
- Assessment – Organizational Culture Inventory

Learning the Art and Science of Strategy

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

In his 2011 book – Good Strategy Bad Strategy, Richard Rumelt draws upon his direct experience and defines the essence of strategy which he calls the kernel of good strategy. In contrast to bad strategy, writes Rumelt, all good strategy has a basic underlying structure — which he calls the “kernel” — this class contains three elements: a diagnosis, a guiding policy and a set of coherent actions. This exciting will guide participants through a full strategic planning process using a relevant case study.

Target Audience:

Managers and leaders who need to set an organizational level mission, vision and strategy.

Course Outline

Module 1: What is Strategy?

- Strategic Thinking vs. Strategic Planning
- Defining Strategy
- Underlying structure of Good Strategy
- Five-Phase Strategy Process
- Case study

Module 2: Getting Prepared

- What is meant by “Getting Prepared?”
- Boundary Conditions
- Creativity
- Lateral Thinking

Module 3: Where Are We Now?

- Analyzing the Business Environment
- Generic Strategies
- Assessing the Current Reality - SWOT Analysis
- PEST Analysis
- The Five Competitive Forces

Module 4: Where Are We Going?

- Brainstorming Winning Ideas
- Understanding Vision and Mission
- Vision – essential components and examples
- Mission – essential components and examples
- How they work together

Module 5: How Will We Get There?

- Translating the Vision and Mission into Strategic Direction
- Setting Strategic Objectives
- Balancing Objectives with The Balanced Scorecard
- Understanding Strategy Maps
- Determining Critical Success Factors

Innovating for Change

Duration: 1 Day

Delivery Methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

This one-day experiential workshop helps individuals and teams develop and sharpen their creative thinking and problem-solving ability through research-based techniques for breakthrough achievements. The materials are based on extensive research from over 100 papers, books, instruments, software, web sites, and other relevant sources, in addition to our own experience in delivering the workshop to leading American organizations. Today's fiercely competitive global conditions require organizations to be innovative in all aspects of operations to keep pace with change. Organizations that do not innovate and develop new or better products or services are risking extinction. Creativity and innovation training help organizations stay competitive. One good idea can save thousands of dollars, open new markets, develop new lines of revenue or provide a competitive advantage. Individuals gain by improving their personal effectiveness, their thinking skills, and problem-solving abilities.

Target Audience:

Managers and leaders with a goal of creating and sustaining an organizational culture of engagement and high performance.

Course Outline

Module 1: Introduction

- Wish List Exercise
- Concept: The Job to Be Done

Module 2: Creativity

- Three Modes of Thinking?
- Habitual Traditional, Creative
- Blocks to Creativity

Module 3: Innovation

- 4 Types of Innovation
- Basic Research, Breakthroughs, Sustaining and Disruptive

Module 4: Design Thinking

- Customer View
- Frame the Problem
- Generate Ideas
- Prototype and Learn
- Implement and Share the Story
- Other Ideation Methods
 - Wish List
 - Kill a Stupid Rule
 - Charette Brainstorming