



MARKETING
INSTITUTE OF
SINGAPORE

LEADERSHIP

Effective Management of Innovation, Creativity & Ideation

Why You Should Attend This Course:

Creativity and innovation are the lifeblood of an organisation. In this current era, organisations are constantly exploring ways and means to enhance efficiencies and remain competitive in the business world. Effective Management of Innovation, Creativity & Ideation Process explores ways of developing and fostering creative talent at individual, group and organisational level. It aims to develop skills in building work environments, releasing and guiding creative energy in the workplace. Individuals attending this course will acquire enhanced skills in creativity and innovation, which will in turn drive economic performance, employee involvement, and effective organisational change.

This course covers the most essential aspects for emerging leaders to shape an innovative and enterprising organisation and to function effectively within it. It will equip you with the knowledge and confidence to boost productivity & performance within the organisation. This course filled with experiential learning activities, will engage participants to explore paradigm shifts and "reconfiguring" mindsets in a changing organisational environment.

Learning Outcome:

- Differentiate between the creative person, process, product and environment.
- Explain the key aspects of the innovative process.
- Learn how creativity and innovation are important for entrepreneurial and corporate growth.
- Assess creative development and plan of action to enhance the ability to think more creatively and foster innovation.
- Apply 4-primary tools for encouraging individual & group creativity.
- List major barriers to managing creativity & innovation and how to overcome them.
- List primary management techniques to facilitate creativity and innovation.

Course Outline:

Understanding Creativity & Innovation

- Distinguish between logical and creative thinking
- Creative flow – barriers & stimulators
- Key components & classification of innovation

Why Innovation and Creativity

- Importance & impact of innovation and creativity

Assessing Creativity & Ability to Innovate

- Assessing creativity & areas for growth
- Strategies to deal with failure

Entrepreneurial Tools

- Prioritisation of innovation & organisational fears and failures
- Primary dimensions of 7-levels of change

Managing for Innovation & Creativity

- Leaders role in innovation and creativity
- Sustaining innovation

Who Can Benefit?

- Anyone who is transitioning to a level of leading and coaching team members.
- New managers who want to hit the ground running with actionable tools and skills.
- Seasoned managers who want to brush up their management techniques or explore the latest best practice skills and tools in innovation & creativity.
- Senior managers responsible for mentoring new managers and looking for ways to enhance productivity in the organisation.

Trainer's Profile:

Raymond Thomas is a facilitator, trainer and performance improvement coach. He has 21-years experience, collaborating with both local and multinational organisations. His area of expertise is in the fields of leadership, operations, sales and marketing.

Raymond has a Master's Degree in Business Administration (State University of New York at Buffalo, USA) and a Bachelor's Degree in Mechanical Engineer (Swinburne University of Technology, Australia). He is also certified in the ACTA (Advanced Certificate in Training and Assessment) Program, a Certified Behavioural & Career Consultant (Institute of Motivational Living) and a Money Coach (Institute of Money Coaching).

His approach to training and coaching is both inspirational and experiential. He is well-known to initiate class activities that are both motivational & paradigm shifting for new managers.

Date:
21–22 Feb 2012
3–4 May 2012

Course Fees:
S\$880.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Effective Management of Innovation, Creativity & Ideation

21–22 Feb 2012 3–4 May 2012 (9.00am to 5.00pm)

S\$880 (subject to 7% GST)

Includes lunch & refreshments

***Approved for SDF funding**

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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