

Innovation Management Techniques for Effective Creativity



CPT06H

Problem background

Many organisations are fully aware that for retaining and increasing their market share, they need to remain one step ahead of their competitors. To do so, they know that they need to be innovative in what they deliver, how they do it and also in how they market it. They are repeatedly advised to 'think out of the box'. However, management and employees struggle on finding ways and means of *how* to think out of the box. This course is precisely aimed at addressing this problem by showing how individuals can through the right and correct use of tools and methods be creative and innovative.



Experienced and qualified tutors



Blended Learning with free access to e-Learning content even after successful course completion



Customized courses to address organization specific innovation challenges and issues

MECB Corporate Training Division is supported by a team of experienced and highly qualified educators. Our team is trained to MSc or PhD level, and is supported with pedagogic formation. This ensures that our clients receive the right knowledge, in the right format, to help them effectively exploit the acquired skills in a short timeframe.



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Our Offer

- 10 hours duration course;
- Training will cover:
 - Managing Creativity & Innovation;
 - Understanding the link between creativity and business growth;
 - Innovation Management Techniques (IMT);
 - Training on Systematic Innovation Methods;
 - Hands-on *innovation clinic* on how to be creative;
 - Managing Intellectual Property;
 - Insight into best practices.