AHMEDABAD MANAGEMENT ASSOCIATION®

Programme on

Developing CREATIVITY at the Work Place

Saturday, July 15, 2017 - 9.30 a.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

INTRODUCTION : Creativity in daily living rarely involves composing grand symphonies or making great scientific breakthroughs. It usually manifests itself in the smallest instances of innovative problem solving. A creative approach to your life and work opens you up to new possibilities and to change. Just as sunlight filters through water droplets to create a glorious rainbow, two divergent thought elements come together to produce an ***idea*** – one that is fresh and completely different from its source.

This workshop introduces tools that can lower the barriers to creativity and help people to think "out of the box".

OBJECTIVES :
- Explore ways to enhance creativity within oneself and at the workplace.
- Understand the creative process & learn how to think in ways that spark off unusual connections.
- Reveal brainstorming processes that help work groups open the floodgates to new ideas.

CONTENTS :
- Programme Overview
- Change as a Part of Life
- Creativity – An Art of Asking Right Questions
- Attributes of a Creative Individual
- Innovative Thinkers V/s Traditional Thinkers
- Myths about Creativity
- ***Brainstorming Processes:*** Advantages; The Four-Step Brainstorming Process
- ***Promoting Creative Thinking:*** Uses of Creative Thinking; Four Aspects of Creative Thinking: (1) The Four Laws of Suggestion, (2) Putting Creativity to Work,(3) Enhancing Team Creativity, (4) Managing Creative People.
- Programme Sum-up

METHODOLOGY : Discussions, Exercises, Video Films, Management Games, Case Studies, Presentations,

WHO SHOULD ATTEND ? : All levels of Executives, Officers and Managers from different functions. This informative programme will enhance both professional and personal excellence, through a mixture of powerful techniques and proven methods.

FACULTY : **Mr. Hiren Vakil,** Corporate Trainer & Management Consultant, Mumbai

FEE : Rs.1500/- per participant inclusive of Service Tax. (Concession for members 10%, patron members 20%). Fee includes course fee, cost of reading material, lunch and refreshments. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015. Phone: 079-26308601-5
Mobile: 9537407187, 7069940917 • Fax: 079-26305692 • E-mail: ama@amaindia.org • Website: www.amaindia.org
Android Mobile App: AMA-Ahmedabad amaIndia.org.

Name(s) Designation

1.

2.

Organisation:

Address:

Pin Code:

Phone: Mobile:

E-mail: