



## Course 175: Innovation Workshop (2 days)

### Course Description...

This two-day experiential workshop provides participants with tools and techniques to tap into the creativity of themselves and others. Attendees discover how to design group processes that encourage exceptional brainstorming and effective analysis of the ideas generated. Participants will learn how to scale these processes so they are applicable in a variety of settings and time constraints. The workshop also teaches attendees how to cultivate and leverage diversity, to encourage out of the box thinking and collaborative decision making.

### Learning Objectives...

- Facilitate effective brainstorming
- Project how potential ideas may play out
- Create breakthrough strategies and plans
- Determine the processes necessary to get things done
- Make connections among previously unrelated notions
- Promote open expression of ideas and opinions by encouraging different perspectives and listening to diverse points of view
- Manage the creative process of others
- Articulate credible visions of possibilities
- See opportunities for synergy and integration where others cannot

### COURSE TOPICS & INSTRUCTIONAL STRATEGY

| COURSE TOPIC  | INSTRUCTIONAL STRATEGY   |
|---|--|
| What Does Innovation Look and Feel Like   | Discussion, small group work   |
| Architecting & Planning Group Processes That Result In Innovations                | Interactive lecturette   |
| Leading and Participating in Brainstorming Sessions                               | Simulation, role play, tip sheets  |
| Mastering Facilitative Competencies That Encourage Creativity & Respect Diversity | Discussion, small group work, modularized short self-development drills based on group's choice of what competencies they would like to practice – small self-organizing groups select a topic and then are given an exercises to provide an experiential activity that links to the skill/competency (e.g. one skill that always arises is active listening). |
| How To Get Ideas Flowing When None Are Forthcoming                                | Tip sheets, play with some of Roger von Oeach's whack pack cards - (see discussion of recommended book and deck of cards below)  |
| Techniques for Building Agreement   | Discussion role play   |
| Collaborative Problems Solving  | Interactive lecturette, tip sheets   |
| Translating Ideas Into Actions  | Simulation, tip sheet  |



**RECOMMENDED BOOK AND DECK OF CARDS:**

The course will use the book, "A Whack on the Side of the Head" and the deck of cards that supplements the book.

**A WHACK ON THE SIDE OF THE HEAD: How You Can Be More Creative  
(Paperback)**

by [ROGER VON OECH](#) (Author)

**Creative Whack Pack (Cards)**

by [ROGER VON OECH](#) (Author)