



**“Creativity
is intelligence
having fun.”**

-Albert Einstein-

What is the iCreative about?

iCreative (I Creative) is a workshop aimed at training organizational leaders and employees in idea generation and creativity aimed at improving and producing innovative products, services and processes.

The iCreative Workshop includes idea generation techniques that go beyond mere brainstorming, as well as tackling many misconceptions about creativity for innovation.

AFTER TRAINING PARTICIPANTS WILL BE ABLE TO:

- Re-evaluate their own perceptions and misconceptions about creativity
- Identify their area of innovation and creativity
- Identify key triggers of innovation and creativity
- Use various idea generation techniques
- Evaluate ideas generated by individuals and teams
- Understand the politics that affect idea generation in organizations.
- Overcome obstacles to creativity and innovation

Who is iCreative FOR?

This workshop is designed for business leaders and employees that are required to participate in the improvement, revision or creation of new products, services or processes. At every level of management and at every level of employment, the ability to come up with ideas is crucial to making and keeping an organization competitive.

Duration

iCreative Workshops typically take two days, during the working week. We are mindful that managers and executives place a great deal of value on their time and plan our sessions to be as concise and impactful as possible within the given time-frame. Weekend Workshops are another viable option, be advised though that these will carry a different fee.

Bookings

Workshop bookings must typically be done two weeks ahead of preferred dates to allow for scheduling and to avoid availability conflicts. Booking Procedures are as follows

1. Print and fill out the booking form
2. Email it or fax it
3. Once Booking has been confirmed, pay applicable deposit.

LOCATION: Workshops are held at Kaizen Business Consultancy Premises: **#4 Mac Arthur Eastlea, Harare** unless otherwise specified and typically begin at 08:30 sharp. To find out more, please make an enquiry at our website www.EntreCorporate.com or send an email to workshops@entrecorporate.com