

CENTRAL BANK OF EGYPT
Egyptian Banking Institute



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INVENTIVE MINDS:
SHAPING TOMORROW
WITH CREATIVITY


Course overview:

Creativity allows individuals to view every aspect on the earth, explore new paths, as well as find new discoveries that help to advance our consistently thriving world of business. Without creativity, we would only see what is visible to the eye. To evolve as a business, it is critical to look beyond what is visible and consider new ideas. When creativity is incorporated into daily workplace practices there is a strong increase in the opportunities for growth, engagement, and productivity. Creativity and innovation will turn ideas and dreams into reality.

This course, will provide you with informative tools and practical strategies that will help shape a creative workplace. Creativity plays a big role in building a positive work environment, one in which employees will feel confident in expressing their ideas. Be mindful that there is creativity in all of us. When this creativity emerges, powerful opportunities and advancements will happen.

Course Objectives:

- Define creativity in a business context, and understand the significance of thinking outside the box.
- Explain how to apply creative thinking to achieve business success, analyze the relationship between creativity, staff morale, engagement, and productivity, and develop creative problem-solving strategies to address business challenges effectively.
- Understand the stages of the creative process, including preparation, incubation, illumination, evaluation, and verification.
- Learn how to differentiate between creativity and innovation, grasp their interdependence, apply innovative leadership principles to drive projects, and experiments, and evaluate and address the creativity gap within their business context.
- Understand the importance of flexibility and positivity, and develop strategies to promote creativity and collaboration among employees.
- Understand the relationship between creativity and brainstorming, applying successful brainstorming techniques, visualizing goals effectively, and evaluating and improving the organization.

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- Identify opportunities for creative thinking within a team setting, apply principles of respect, create conducive creative spaces, engage in active listening, and align team goals and values to nurture creativity effectively
 - Learn how to be able to dispel common myths surrounding creativity, such as it being an inherited trait or limited to artists, and critically assess the impact of these myths on creativity in the workplace.
 - Identify and understand common obstacles to creativity, including fear of failure, distractions, stressors, lack of sleep, and time constraints.
 - Learn how to identify their personal strengths related to creativity, build confidence in their creative abilities, encourage risk-taking and motivation, and practice mindfulness as strategies for nurturing and unleashing their creative potential within the workplace.

Course Outline:

Module One: Breaking Down Creativity

- Defining Creativity
- Thinking Outside the Box
- The Value of Creativity
- Components of Creativity
- Characteristics of the Creative Individual

Module Two: Creating Business Success

- Growth Through Creativity
- Staff Morale
- Engagement and Productivity
- Competition
- Creative Problem Solving

Module Three: The Creative Process

- Preparation
- Incubation
- Illumination
- Evaluation
- Verification



Module Four: Creativity vs. Innovation

- Connecting the Two
- The Innovative Leader • Innovative Projects
- Experimentation
- The Creativity Gap

Module Five: Fostering a Creative Workplace

- Diversity
- Effective Feedback
- Choosing Flexibility
- The Power of Positivity
- Creativity and Collaboration

Module Six: Brainstorming

- Connecting Creativity and Brainstorming • Successful Brainstorming
- Visualize Your Goals
- Stay Organized
- Break It Up

Module Seven: The Creative Team

- Identifying Opportunities • Show Respect
- Finding Creative Spaces
- Listening
- Goals and Values

Module Eight: Creativity Myths

- Inherited Trait
- Creativity is for Artists
- The Solo Creator
- Breakthrough Moment
- Financial Incentives

Module Nine: Recognizing Obstacles

- Afraid to Fail
- Distractions
- Stressors

- Lack of Sleep
- Time

Module Ten: Finding Your Creative Mind

- Identifying Your Strengths
- Building Confidence with Creativity
- Risk-Taking
- Motivation
- Be Mindful

Target Audience:

- Business Professionals

Delivery Method:

- In-class

Assessment Strategy:

- Participants will be informally assessed based on their interaction during sessions, group exercises
- 60 % Cut of a score of total grades which is "100"

Program language:

- Material: English
- Instruction and Explanation: Bilingual (EN<>AR)

Course Duration:

- 8 hours

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