INCREMENTA

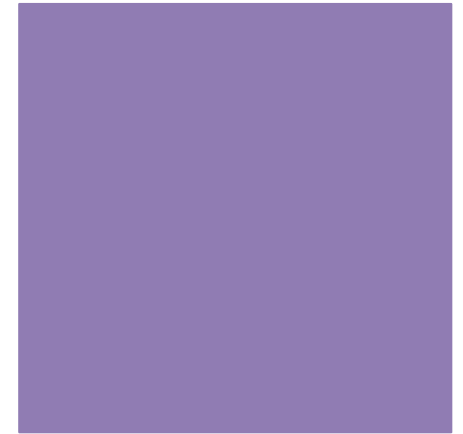## Innovation and Creativity Mentality Advancement in SMEs

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INCREMENTA training programme and materials aim to support the training of SMEs staff dealing with Innovation activities in order to develop their knowledge and competences in relation to creativity and collaboration management.

The training programme includes:

- Presentations

- Good examples

- Exercises
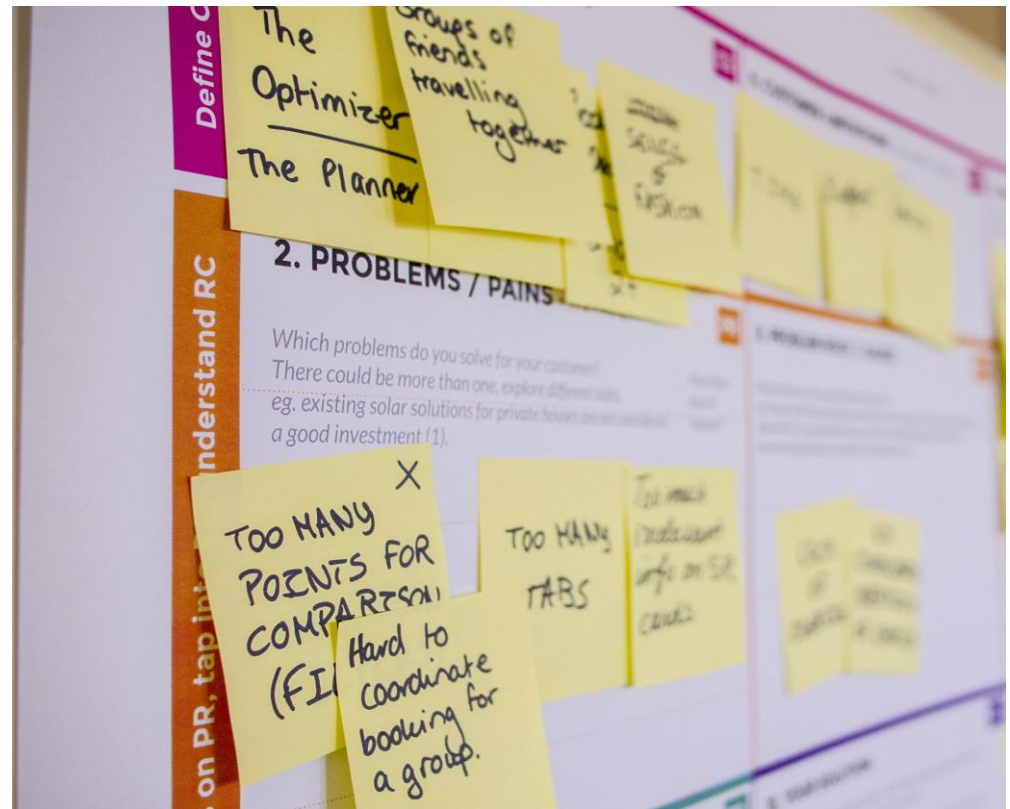
- Activities

- Situation games

- Hand-outs

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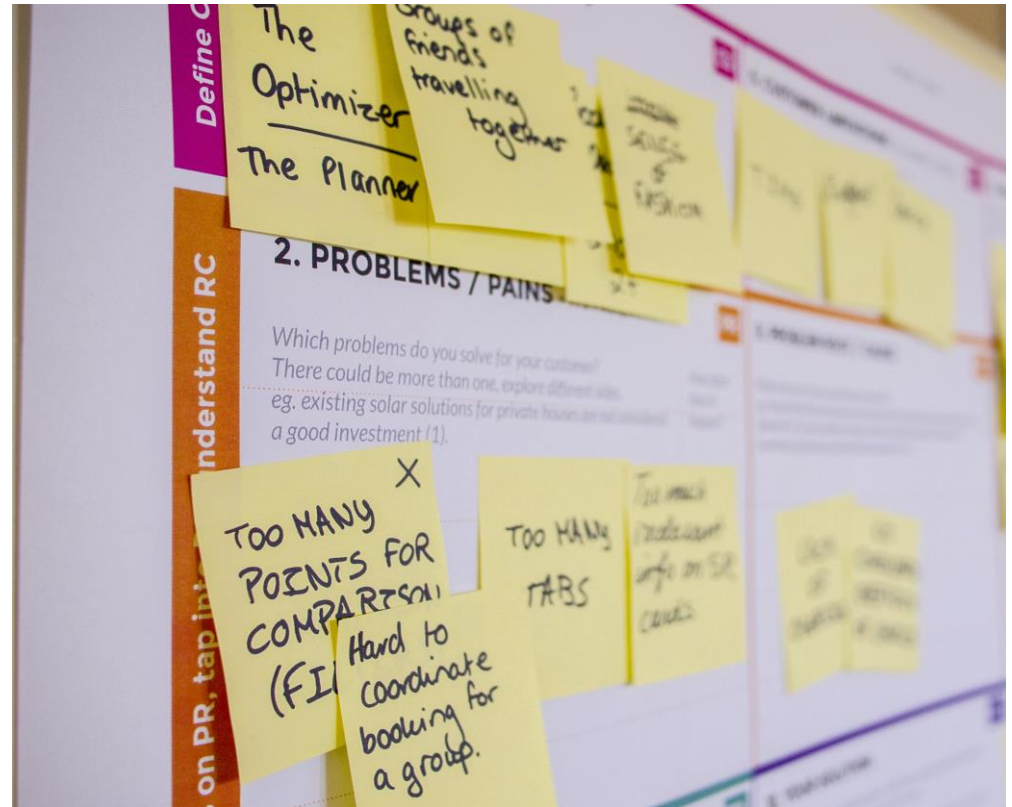
➕ INCREMENTA

INCREMENTA training programme is addressed to:

- Trainers and training institutes

- Consultants

- SMEs staff

- SMEs managers

The training is based on The Creativity and Innovation Guidebook (which is available in parts as a hand-out) and covers parts 5 and 6 of CEN/TS 16555 Innovation Management Standards Family, about Creativity and Innovation Management.

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Innovation Management

The Topic of the presentation is in bold, letters arial 10.5, bigger shape

Unit 1
Creativity

Unit 2
Collaboration

1.1 Creativity Management

1.2 We are all creative

1.3 Innovation types and levels

1.4 How to create a strategy on creative management in workplace

1.5 How to develop a process for Individual creativity

1.6 How to develop a process for organisational creativity

1.7 Tools for developing a process for organisational creativity

1.8 How to manage the creativity process: Critical Success Factors

1.9 How to measure impact

2.1 Collaboration Management

2.2 How & Why to collaborate

2.3 Collaboration types

2.4 How to create a strategy on collaboration management in workplace

2.5 How to plan collaboration management in workplace

2.6 How to collaborate successfully

2.7 How to find the right partners

2.8 How to develop a process for collaboration

2.9 How a process for Collaboration will make my organisation innovative

2.10 How to manage the collaboration process: Critical Success Factors

2.11 How to measure impact

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➕ Overall Objectives

Upon completion of the training course, you are expected to:

- Develop in-depth understanding of innovation, creativity and collaboration concepts;

- Acquire a way of thinking that promotes innovation, creativity and collaboration in workplace;

- Develop the ability to create a strategy on creativity and collaboration management;

- Develop the ability to design a creativity and collaboration management process;

- Select toolkit instruments that would be most appropriate to your organisation;

- Assess your current situation in terms of organisational creativity and collaboration management;

- Use metrics to define the impact of creativity and collaboration management.

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✚ During the training

- Try to respect the time schedule
- Feel free to ask any questions and discuss any topics that you may find interesting
- Use the training materials and hand-outs

The duration of the training is 20 hours.

At the end of each day we will discuss about the lessons learned during the day.

At the end of Creativity and Collaboration Management Unit there will be an assessment with contents of the whole unit.

At the end of the last day you will receive your certificates.

Unit Contents

➢ **Creativity Management**

- ○ What is Creativity?
- ○ How do I generate evaluate and select ideas?
- ○ How do I develop a process for organisation creativity?
- ○ How do I manage creativity in the workplace?
- ○ How to measure impact of your managing creativity process?
- ○ What makes it work: Critical success facts for managing creativity.

➢ **Collaboration Management**

- ○ What is Collaboration?
- ○ What are the types of collaboration?
- ○ How do I choose what type of collaboration to use?
- ○ How do I develop a collaboration process for Innovation?
- ○ How do I manage collaboration in the workplace?
- ○ How to measure the impact by using a collaboration scorecard?
- ○ What makes it work: Critical Success Factors for Collaboration.

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Let's introduce ourselves!

Please, share with us:

- Your name

- Your profession

- Your expectations for the training

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