

Deliberate Creativity & Innovation

Growth and Success with Deliberate Creative Thinking



For organisations wishing to have staff participate on this program, this fully online program can be tailored to suit the needs of your people. It can be run as a series of modules to be ‘rolled out’ over time with a specific group, or made available through a Learning Management System so your staff can access modules as they wish. We can also add specialized modules, specifically relevant to your organisation.

For individuals taking the course, you can join a Cohort at set start dates throughout the year and take the program over an 8 week period, or we can give you access to all modules so you can work through the lessons at your own pace and order.

It is also available for adoption by universities looking to enhance their online offering, and is already running with the University of Southern Maine (USM), USA, within their Leadership and Organisational Studies program, and parts of it have been used in Australia at Swinburne University, as part of the Master of Entrepreneurship & Innovation (MEI) program, and the University of Ballarat’s MBA program.

For information on how this program can be tailored for your organisation or university contact Bill Jarrard at bill@mindwerx.com.

Developed and Facilitated by:

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Mindwerx International and the Buzan Centre: Aust/NZ

Deliberate Creativity & Innovation

Summary

The course is designed to develop practical skills in creative and innovative thinking that can be used to identify opportunities, generate value-creating ideas, and overcome barriers to successfully bringing new concepts to life. In this program, participants will:

- Learn a range of creative thinking tools and how to practically apply these to the innovation process.
- Develop an appreciation of the personal and organizational factors that influence organizational creativity and innovation, and how to influence them.
- Explore team leadership and facilitation skills that will prepare them to lead teams to achieve collaborative creativity and problem solving.

In addition to covering the literature in this area, the course will focus on the practical application of these skills, both in the online activities and through individual assignments.

Approach: Online Learning on mindwerx.com

Deliberate Creativity & Innovation is an Online Course run on **Mindwerx.com** in a private **Mind Space** area created for specialised online learning. Participants will use this platform during the program, as well as being directed to other websites for additional reference material.

Participants are expected to have basic online skills and ready access to a high-speed online computer (with printer and ideally a scanner so you can submit assignments). This program is not a course in how to learn online, although it is likely to up-skill you in this area. Participants are generally expected to engage with the course material online several times each week.

The program consists of 13 online Learning Modules and participants are encouraged to engage in all modules. A new module will generally be made available each 5-7 days so the course builds over the learning period (see summary schedule), and depending on the module focus area, may consist of a number of components including:

- **Video eLessons** (one or more 5-20 min in length) that introduce Deliberate Creativity and Innovation principles and begin development of specific skills using Deliberate Creative Thinking techniques.
- **Downloadable Documents**, including a Mind Map overview, lessons notes, templates, posters and other material relevant to the lesson.
- **Audio eLessons** and links to other Audio/Video material, adding supplemental information relevant to the topic.
- **Exercises** given in each module (read an article, practice a technique, etc) which participants are encouraged to complete. This may include a blog comment, ideas contribution or loading of task output to mindwerx.com for review.
- **Recommended reading** from suggested texts, provided articles, or web-links, which participants are encouraged to read/view and comment on in the course blog.

Facilitators

Bill Jarrard and Jennifer Goddard

Co-founders, Mindwerx International and the Buzan Centre: Aust/NZ

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Recommended Texts

- *Think: Before Its Too Late* or *Serious Creativity* by Edward de Bono
- *The Mind Map Book* or *The Ultimate Book of Mind Maps* by Tony Buzan
- *Total Creativity in Business & Industry* by David Tanner
- *Harvard Business Review on Innovation (Paperback)* from Harvard Business School Press

These books are available on Amazon.com, and some are available on the mindwerx.com Mind Stuff eStore. If you purchase any product on the Mind Stuff eStore you get a 10% product discount – simply add in the Coupon Code **DCI001** at the Check-out stage and you will get 10% off all Mind Stuff products.

Activities

In addition to the online involvement and contribution online we recommend two individual activities designed to add to your learning experience. These are optional (unless otherwise advised) but if you wish to complete them, you can submit them to the facilitators for some feedback.

- Activity 1 – Is a personal thinking activity to demonstrate understanding of new creative thinking techniques.
- Activity 2 – Is a literature review of creativity and innovation in the broader context, with a 2000 word essay reporting on key learnings and reflection on what this means to the your current or potential career or business development.

Course Overview by Module

Each module has been designed to build on the previous one and it is best that they be worked through as the semester unfolds. Modules will generally be made available each 5-7 days progressively, and it is expected that 1.5- 3.0 hours will be required to work through the module material and complete actions and exercises. It is recommended that study time be built into the participant's week, just as if you were attending a live class. Remember this program was originally designed for Master of Entrepreneurship & Innovation students, so it is loaded with lots of great material.

Module	Outline
0	DCI-00 : Programs Overview <ul style="list-style-type: none"> ➤ This module gives an introduction to the purpose of the course, how it works, and is aimed at giving viewers enough information to decide to participate or approve a staff member's participation. ➤ 26 mins of video ➤ Course information sheets, FAQs, Powermap overview, testimonials
1	DCI-01 : Welcome & Program Introduction <ul style="list-style-type: none"> ➤ 4 videos totalling 33 mins ➤ Introductions - Lecturer, participants and course ➤ Course overview, approach, books and reading, expectations, assignments ➤ Introduction to using the modules • Exercise - participants to tailor their Mindwerx UserId, and do introductions
2	DCI-02 : Introduction to Deliberate Creative Thinking <ul style="list-style-type: none"> ➤ 3 videos totalling 29 mins ➤ Power of perception, reactive-passive-deliberate thinking ➤ Applied Creativity & Innovation model • Exercise – Take the Mindwerx Creativity Survey and blog/share your thoughts
3	DCI-03 : Areas of Opportunity and Focus <ul style="list-style-type: none"> ➤ 4 videos totalling 41 mins ➤ Finding areas of opportunity ➤ Open and target Focus, multiple definitions and focus statements ➤ The Red Car List for directing thinking ➤ Briefing on first individual assignment – individual thinking project <ul style="list-style-type: none"> ○ Assignment report due by the Tuesday of week 11 (if relevant) • Exercise - Individual activity to develop your own 'Red Car' List
4	DCI-04 : Imagineering <ul style="list-style-type: none"> ➤ 5 videos totalling 41 mins ➤ Introduction to visualisation and gap analysis ➤ Creative imaging to guide strategic thinking ➤ Other techniques for Imagineering at all levels • Exercise – Complete an Imagineering activity for yourself
5	DCI-05 : Mind Mapping <ul style="list-style-type: none"> ➤ 5 videos totalling 51 mins ➤ Radiant and whole brain thinking, ➤ Mind Maps, Examples, Laws • Exercise – Individual Mind Map of a personal or business event
6	DCI-06 : Organisational Creativity and Innovation <ul style="list-style-type: none"> ➤ 4 videos totalling 29 mins ➤ Defining creativity and innovation, ➤ Creative process Ideas-Innovations -Applications/ implementation/ commercialisation ➤ Briefing on second major individual assignment – 2000 word essay <ul style="list-style-type: none"> ○ Assignment two report due by the Tuesday of Week 13 • Exercise – Reading to be suggested, participants to blog to Discussion board

7	<p>DCI-07 : The Power of Parallel Thinking</p> <ul style="list-style-type: none"> ➤ 3 videos totalling 33 mins ➤ Reactive vs directed thinking, ➤ Principles and tools for parallel thinking ➤ Intro to Edward de Bono’s Six Thinking Hats ➤ Other tools for Parallel Thinking <ul style="list-style-type: none"> • Exercise – Bookworm puzzle and exercise using a parallel thinking tool
8	<p>DCI-08 : de Bono’s Six Thinking Hats®</p> <ul style="list-style-type: none"> ➤ 4 videos totalling 45 mins ➤ Six Thinking Hats In-depth <ul style="list-style-type: none"> • Exercise – Thinking activity using de Bono’s Six Thinking Hats – design a Hats sequence and conduct the thinking
9	<p>DCI-09 : Creative Ideation 1</p> <ul style="list-style-type: none"> ➤ 4 videos totalling 40 mins ➤ Brainstorming and beyond ➤ Introduction to Lateral Thinking ➤ Random Word and Concept Extraction ➤ Concept fanning to extend ideas into new areas <ul style="list-style-type: none"> • Exercise – Brainstorm on a focus set followed by Concept fanning on several ideas
10	<p>DCI-10 : Creative Ideation 2</p> <ul style="list-style-type: none"> ➤ 3 videos totalling 36 mins ➤ SCAMMPERR ➤ Idea Box ➤ Ideation exercises <ul style="list-style-type: none"> • Exercise – Ideation using a couple of new tools
11	<p>DCI-11 : Idea Harvesting, Design & Implementation</p> <ul style="list-style-type: none"> ➤ 3 videos totalling 50 mins ➤ Idea categorisation and harvesting ➤ Designing Potential Solutions ➤ Implementation <ul style="list-style-type: none"> • Exercise - Harvesting and design of ideas
12	<p>DCI-12 : Organisational Creativity and Innovation</p> <ul style="list-style-type: none"> ➤ 5 videos totalling 74 mins ➤ Corporate Creativity and Innovation ➤ An exploration of what works and why ➤ Creating a culture of creativity and innovation <ul style="list-style-type: none"> • Exercise – Reading suggested by facilitator – comments to Discussion Board
13	<p>DCI-13 : Course Review and Where To From Here</p> <ul style="list-style-type: none"> ➤ 2 videos totalling 20 mins ➤ Overview of what was covered in the course ➤ General feedback from lecturers on activities, engagement and assignments ➤ Where to from here – continuing the journey of Deliberate Creativity and Innovation <ul style="list-style-type: none"> • Exercise – Reflect and feedback on course, and indicate where to from here in their own development

Additional References and Reading

In general it is expected participants will take the opportunity to broadly review literature on the subject matter. Below are just some examples of articles you may find interesting and of value. Do not limit yourself to these, and look for ones that are most relevant to your situation. Note some links can sometimes be discontinued by the publishing body. If you find this, please advise bill@mindwerx.com and then just seek alternative sources online.

The Discipline of Innovation

Drucker, Peter F.

Harvard Business Review; Aug2002, Vol. 80 Issue 8, p95, 7p, 2c

Building an Innovation Factory

Hargadon, Andrew&Sutton, Robert I.

Harvard Business Review; May/Jun2000, Vol. 78 Issue 3, p157, 10p, 14c

How's your climate for innovation?

Prather, Charles W.

Parent Title: R&D Innovator

Vol. 5, no. 5, 1996, pp. 6-7

Are "Great" Companies Just Lucky?

Raynor, Michael E.; Ahmed, Mumtaz; Henderson, Andrew D.

Are "Great" Companies Just Lucky?

Harvard Business Review; Apr2009, Vol. 87 Issue 4, p18-19

Match Your Innovation Strategy to Your Innovation Ecosystem

Rod Adner, Harvard Business Review, April 2006, pp 98-107

Radical innovation across nations : the preeminence of corporate culture

Gerard, Tellis J.; Prabha, Jaideep; Chandy, Rajesh K.

Journal of Marketing Vol. 73, issue 1, January, 2009, pp. 3-23

The Art of Creativity

[The Art of Creativity - D Goleman P Kaufman.pdf](#) (71.541 Kb)

Time Pressure & Creativity

[Time Pressure and Creativity - Teresa Amabile.pdf](#) (49.398 Kb)

Don't Confuse Creativity with Innovation

[Don't confuse creativity with Innovation - Richard Watson.pdf](#) (47.752 Kb)

HBR.org > [September 2008](#)

How Pixar Fosters Collective Creativity

by [Ed Catmull](#)

[HBR.org](#) > [October 2008](#)

Creativity and the Role of the Leader

by [Teresa M. Amabile](#) and [Mukti Khaire](#)

[HBR.org](#) > [April 2006](#)

Sparking Creativity at Ferrari

A Conversation with [Mario Almondo](#) by [Gardiner Morse](#)

[HBR.org](#) > [October 2004](#)

America's Looming Creativity Crisis

by [Richard Florida](#)

[HBR.org](#) > [August 2002](#)

Creativity Is Not Enough

by [Theodore Levitt](#)

[HBR.org](#) > [August 2002](#)

Creativity Under the Gun

by [Teresa M. Amabile](#), [Constance N. Hadley](#), and [Steven J. Kramer](#)

[HBR.org](#) > [March 2009](#)

Tapping the World's Innovation Hot Spots

by [John Kao](#)

[HBR.org](#) > [April 2004](#)

Deep Change: How Operational Innovation Can Transform Your Company

by [Michael Hammer](#)

[HBR.org](#) > [January 2008](#)

Innovation Killers: How Financial Tools Destroy Your Capacity to Do New Things

by [Clayton M. Christensen](#), [Stephen P. Kaufman](#), and [Willy C. Shih](#)

[HBR.org](#) > [June 2007](#)

The Innovation Value Chain

by [Morten T. Hansen](#) and [Julian Birkinshaw](#)

[HBR.org](#) > [November 2006](#)

Innovation: The Classic Traps

by [Rosabeth Moss Kanter](#)

[HBR.org](#) > [May 2006](#)

Mapping Your Innovation Strategy

by [Scott D. Anthony](#), [Matt Eyring](#), and [Lib Gibson](#)