

Demystifying Creativity

A Practical Guide to Creative Thinking

In today's business environment, *creative problem-solving* and *new ideas* are two of the most important values and traits in workers. Creativity can help you launch major projects or untangle minor snafus. Best of all, it enables you to view problem-solving as a creative opportunity! Sounds like magic? While it can work wonders for you, creativity isn't some mystical force or extraordinary talent possessed by the lucky few. Rather, creativity is an ability everyone has. Even better, it is also a skill you can develop more fully.

1. Course Objectives

After the course, participants will be able to:

Uncover more of their innate creative potential

Develop and utilise more creative ability at work

- 2. Duration** : ONE Day
- 3. Methodology** : Lectures , discussions, exercises and Self-tests
- 4. Who Should Attend** : Managers , Executives and Officers who wish to unleash more of their innate creativity potentials
- 5. Course Outline** :
- What is Creativity?
 - Creativity Quotient
 - Creativity Blocks and Blockbusters
 - Techniques for Idea Generation
 - Group Creativity
 - Idea Killers vs Idea Growers
 - The P-P-C Techniques
 - Innovation & Practical Solution

An Overview of the Singapore Innovation Class (I-Class)

The Singapore Innovation Class (I-Class) Programme provides organisations with a framework for achieving innovation excellence. Based on extensive international research, expert consultation and studies of renowned innovative organisations in the world, the I-Class Innovation Excellence Framework provides an excellence model that can be applied to any organisation, regardless of its uniqueness. It enables organisations to adopt a total approach to developing the conditions, culture, competencies and connectivity for sustaining innovation.

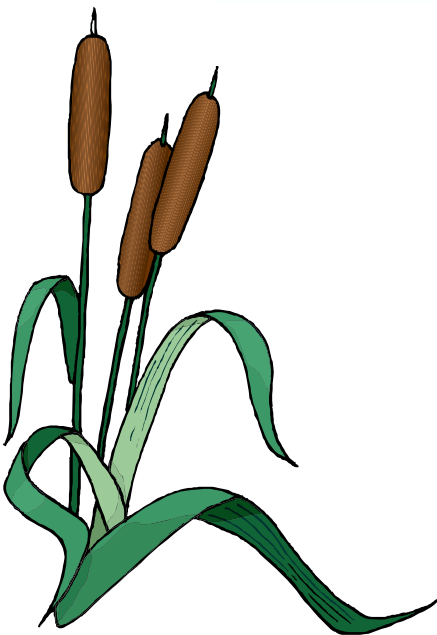
1. Course Objectives

At the end of the course, participants will be able to:

- Understand the requirements of the Innovation Excellence framework
- Appreciate the Innovation Excellence assessment process
- Understand the process of self-assessment based on the I-SCORE
- Implement Innovation Excellence in the organisation

- 2. Duration** : 3½ Hours
- 3. Who Should Attend** : Managers, Executives, Key Process Owners and all who are keen to understand the I-Class requirements
- 4. Course Outline** :
- Imperatives for Innovation
 - Innovation Excellence Framework
 - Assessment system
 - Self-assessment (I-SCORE)
 - Certification process

**SERVICE
EXCELLENCE
SERIES**



Putting Service Quality Into Gear

With the service industry on the rise and worldwide competition heating up, customer satisfaction is once again in the limelight. When value meets or exceeds customer expectations, customers are satisfied. Hence, to be able to create and deliver customer value, it is important to understand its components.

1. Course Objectives

At the end of the course, participants will be able to understand:

- The importance of improving customer service
- The elements of good Quality Service
- The components of Customer Satisfaction

2. **Duration** : 3½ hours

3. **Who Should Attend** : Any group of employees from front liners to Managers

4. **Course Outline** :

- Quality Care
 - Definition for Service Quality
- Customer Care
 - Service Recovery
- Flip Care
 - Empowerment
 - Training for Service Quality
 - Acknowledging & recognizing
 - Service Excellence
 - Giving feedback
- Communication Care
- Leadership Care
- Customer Satisfaction
 - Two factor Theory
 - Customer Satisfaction Grid
 - Pre-sales, Transaction and Post-sale attributes
- Six Ways to Keep Customers
- Best Practices

**THANK
YOU**