

## **Two Day Workshop on Creativity .Innovation & Design Thinking**

### **Objective:**

The Objective of this Training Program is to teach skills to bring Creativity , Innovation & Design Thinking in the work place.

### **Content:**

1. Six Thinking Hats of Edward De Bono
2. Lateral Thinking by Edward De Bono
3. Film by Dewitt Jones of National Geographic
4. O.I.C.A. - Process used in Advertising Agencies to build a creative campaign
5. Open Space Technology of Harrison Owen
6. Creativity Project to be completed by participants.
7. Design Thinking

### **Methodology:**

This is an experimental workshop. The faculty will provide training with the use of film clips, role plays, discussions, demonstrations, simulations and, sharing of best practices.

### **Faculty:**

1. Dr. Ashoke K. Maitra, Founder of SRIIOM

### **Commercial:**

Rs. 64,000/- per day plus applicable GST. In addition the company has to arrange Local Travel by A/C Innova Car and Air Travel whenever needed and take care of Boarding and Lodging in a Company Guest House or Hotel in a single occupancy basis.