

# CREATIVITY AT THE WORKPLACE

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TWO DAY TRAINING PROGRAMME  
COURSE OUTLINE

# CREATIVITY AT THE WORKPLACE

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## INTRODUCTION

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It is now quite widely accepted that creativity is something everyone has. Creativity in everyday life happens when people see new ways of accomplishing different tasks in their work. Creativity plays a significant role in our lives. Coming up with a fresh and innovative solution, even for a simple everyday life problem, is a satisfying experience in creativity. Virtually any activity in life can be made more rewarding if approached with some creativity.

In this programme, the three components of creativity will be discussed: the process, the person and the product. A number of techniques will be discussed and participants will learn how to use these techniques in everyday life, whether at work or at home.

## OBJECTIVES OF THE TRAINING PROGRAMME

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This training programme will help participants to:

- Understand their personality and how to maximize their creative strengths
- Understand the creative process and its applications
- Learn and use techniques that will enhance their creativity

## LPI ADVANTAGE

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The LEONARD Personality Inventory (LPI) helps to identify behavioral preferences of individuals. The LPI is formulated based on the Five Factors Model (FFM) of human personality. It is anchored under the Types & Traits Theory of classical personality theories.

The LEONARD Personality Inventory is named after the acronym **Let's Explore** our personality based on **Openness, Neutral, Analytical, Relational** and **Decisive** behavioral tendencies. The LPI profile is a tangible feedback in print form.

## **BENEFITS OF USING THE LPI IN THIS TRAINING PROGRAMME**

### **How individuals benefit?**

- Personal improvement (optimizing their strengths and overcoming their weaknesses)
- Removing emotional blind spots
- Improving leadership styles
- Enhancing their Creativity
- Enhancing their interpersonal skills
- Managing stress
- Managing disagreements/ conflicts constructively

### **How organizations benefit?**

- Understanding individual personalities in teams and developing strategies to build effective teams.
- Short-listing candidates for employment or selection for special projects.
- Coaching candidates in personal and performance improvement.
- Identifying key elements for training in future Leadership and Management programmes.

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## **PROGRAMME CONTENT**

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### **1. Introduction**

Overview of creativity

Creative process

Creative person

Creative perception

Understanding your personality characteristics with the The LEONARD Personality Inventory

### **2. Enhancing Your Creativity**

The creative Imaginator

The creative Expert

The creative Thinker

The creative Relator

The creative Decision Maker

### **3. Using the Creative Process**

Self-imposed constraints

Emotional blocks

Mental blocks

**4. Principle of creativity**

Everyone has creative potential  
There are four faces of creativity:  
Originality  
Flexibility  
Elaboration  
Fluency  
Creativity imparts a Win/Win situation

**5. Convergent and Divergent Thinking Techniques**

The Left and Right Brain  
Convergent thinking techniques  
Divergent thinking techniques  
Combining divergent and convergent thinking

**6. Creative Thinking Techniques: Your Creative Spectrum**

Compare and Combine  
Risk taking  
Expand and shrink  
Ask "what's goof" and "what if"  
Transform your viewpoint  
In another sequence  
Visit other places  
Incubate Trigger concepts  
Youth's advantage

**7. Establishing A Creative Workplace**

Open-minded  
Perceptive  
Equal  
Nurturing  
Encouraging Descriptive

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**TRAINING METHODOLOGY**

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The training will be conducted based on the latest state of the art interactive training methodologies. Delegates will be exposed to a variety of case studies and expected to participate actively and learn through problem solving and role plays.

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## FACILITATOR PROFILES

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### **Professor Dr. Leonard M S Yong (Ph.D; M.ED; B.Sc)**

Professor Dr. Yong is an industrial psychologist who has gained international recognition for his research and consultancy work on creativity and emotional intelligence. Based on his pioneering work on the LEONARD Personality Inventory (LPI) and the LPI Software, and its use in helping individuals to develop their Emotional Intelligence (EQ) and creativity, Professor Yong has consulted and conducted numerous training workshops on EQ and Creative Thinking for leaders in organizations such as Kuwait Oil Company, Kuwait National Petroleum Company, British Petroleum (BP), Cathay Pacific Airlines, Thai Securities Exchange Commission, Readers Digest, Reuters, Cititel Hotel, Horwath International, Public Packages Holdings, Unilever Thailand, Syngenta, Carat Club, B Braun, Intel, Motorola, Matsushita and Petronas.

Professor Yong has addressed groups in many countries such as the United Arab Emirates (UAE), Kuwait, Oman, Saudi Arabia, Malaysia, United States of America (USA), Austria, Britain, Australia, France, New Zealand, Germany, Italy, Russia, Japan, China, India, Korea, Indonesia, Burma, Hong Kong, Singapore, Thailand and Papua New Guinea. He has undertaken creativity and EQ research in the USA, Australia, Austria, Germany, Italy, Japan and the United Kingdom. He is a member of the American Psychological Association and the Malaysian Psychological Association.