



DEVELOPING TEAM CREATIVITY AND INITIATIVE

Surveys converge on the fact that 80% of ideas in companies come from teams working in the field. Given that people working in the field are fully familiar with their positions, most motivated to develop their skills and in daily contact with clients, suppliers and company partners, they are the ones most likely to identify problems, find solutions, or even suggest new ways for obtaining sustainable growth for the company. Managers who succeed in today's age of knowledge and complexity are those able to tap into this extraordinary source of talent. Developed jointly with Isaac Getz, Professor at the ESCP-EAP (School of Management for Europe), Associate Professor at Stanford University and one of the world's leading specialists in innovation and creativity, this course encourages you to devise a formal approach for managing ideas, much like those already adopted by companies for cutting costs or managing quality.

This programme is designed for:

- operational managers
- line managers

At the end of this course you should be able to:

- increase team performance by encouraging people to come up with ideas and put them into practice
- encourage initiative in your team
- act as a facilitator who helps other people develop
- use ideas management as a powerful motivational tool

The management certificate shows you have acquired the skills covered in the course.



Benefits of the programme:

you will save time and energy
your team will become significantly more independent, responsive and adaptable
your company will benefit from your team's potential for innovation

3 MONTH TRAINING PATH (21 HOURS)

A welcome message includes your login ID for the training course website.

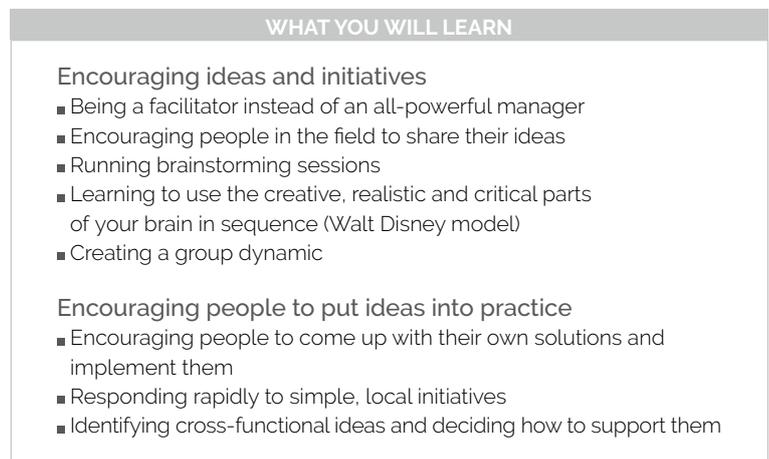
1 Preparing for the programme

Assess your level before you begin your training, and tell us what you expect from the course so that your trainer can recommend a personalised training path.



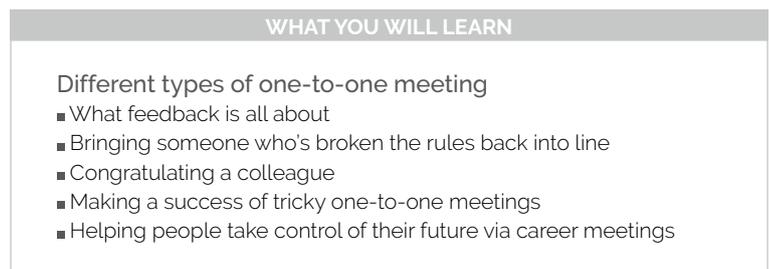
2 Mastering the fundamentals

Begin training and putting the fundamentals into practice, making the most of your trainer's experience and advice.



3 Building on what you've learned

Consolidate the skills you've acquired and build on them. Receive an action plan recommended by your trainer.



4 Receiving your certificate

Your trainer assesses your progress on the course. When the course is completed, you'll receive a certificate endorsing the skills you've acquired.

