COURSE BROCHURE

Creative Thinking and Innovation at Work

An interactive course on practical tools for generating ideas, evaluating them and turning them into testable solutions, including SCAMPER, design thinking and the Six Thinking Hats, applied to real work challenges.

Code	HT-MGT-121
Category	Management & Leadership
Duration	1 week
Level	Beginner
City	Amsterdam

Introduction

Innovation does not belong only to research labs or start-ups; every department faces slow procedures, recurring complaints and limited resources that call for new ideas which can be tried at low cost.

Objectives

- Distinguish divergent from convergent thinking and use each at the right time
- Overcome the mental blocks and assumptions that restrict idea generation
- Use structured tools to produce a large number of varied ideas
- Apply the stages of design thinking to a problem facing a user or internal customer
- Evaluate ideas, select the most promising and pitch them persuasively

Who should attend

- Employees and professionals in all departments
- Team leaders and supervisors
- Members of development, continuous improvement and customer experience teams
- Coordinators of suggestion schemes and corporate innovation programs

Skills you will develop

- Idea generation
- Design thinking
- Idea evaluation and selection
- Prototyping and pitching

Learning Outcomes

- Run a brainstorming and brainwriting session under clear rules
- Apply the seven SCAMPER prompts to an existing service or procedure
- Frame a challenge as a How Might We question and build a user journey map
- Build a simple prototype of an idea, test it and pitch it in three minutes

Course Outline

Day 1: The Creative Mindset

- Divergent and convergent thinking and the double diamond model

- Mental blocks: assumptions, fear of mistakes, functional fixedness
- Reframing the problem and asking the right questions

Day 2: Idea-Generation Tools

- Brainstorming rules and 6-3-5 brainwriting
- SCAMPER and mind mapping
- Random stimulus, analogy and assumption reversal

Day 3: Design Thinking and Understanding the User

- Empathizing with the user: interviews and field observation
- Personas and the user journey map
- Defining the problem as a How Might We question

Day 4: From Idea to Solution

- The Six Thinking Hats for examining an idea from several angles
- The impact-effort matrix for selecting ideas
- Rapid prototyping and testing with users

Day 5: Innovation in the Workplace

- Pitching the idea to decision makers: problem, solution, impact, ask
- What helps innovation in an organization: suggestion schemes, tolerance for experiments, time set aside for development
- Applied workshop run as a mini design sprint in which each group tackles a real challenge, builds a prototype and pitches it

Training methodology

Timed idea-generation exercises with different tools
Group work with sticky notes and boards to build user journey maps
Paper prototypes built and tested between groups
Real work challenges brought by participants

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Amsterdam	7 – 11 December 2026	EN	EUR 5,500
Amsterdam	7 – 11 June 2027	AR	EUR 5,500

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/creative-thinking-innovation