IMS



GENERATING TRANSFORMATIONAL IDEAS THAT DELIVER BREAKTHROUGH INNOVATION
with Dr. David Burkus
$475 (US) per person

VIRTUAL SESSION (3-HOUR)

GENERATING TRANSFORMATIONAL IDEAS THAT DELIVER BREAKTHROUGH INNOVATION

Why are some people consistently creative and others strikingly unoriginal? Inthis session, youll understand the various myths we apply when trying to encouragecreativity and replace them with well-researched facts instead. Using insightsfrom the wealth of research on organizational creativity, youll receive practicalimplications and realistic strategies for encouraging innovation.(This session is based on Davids book The Myths Of Creativity.)

DR. DAVID BURKUS

David Burkus has been ranked as one of the world's top business thought leaders by Thinkers50 and is the bestselling author of five books. His latest work, Leading From Anywhere: The Essential Guide to Managing Remote Teams, addresses the key challenges that virtual managers face-from hiring and onboarding new members from afar to building culture remotely, tracking productivity, communicating speedily, and avoiding burnout.

By making cutting-edge organizational research accessible and applicable, Burkus pushes audiences to reconsider how they work both individually and in teams and unlocks the methods top performers use to thrive at work and in life. Burkus' writings have appeared in the Wall Street Journal, Harvard Business Review, USAToday, Fast Company, and more. He's been interviewed by NPR, the BBC, CNN, and CBS This Morning.

TOPICS COVERED

WHERE DO CREATIVE IDEAS COME FROM?

WHAT MANAGERS NEED TO KNOW ABOUT THE NATURE OF CREATIVITY

THE PSYCHOLOGY OF CREATIVITY

DEBUNKING THE MYTHS AROUND CREATIVE WORK
UNDERSTANDING HOW CREATIVITY AND INNOVATION WORK IN ORGANIZATIONS

THE CREATIVE PROCESS

GETTING A TOTAL PICTURE OF USING CREATIVITY TO SOLVE PROBLEMS
USING THE SKILL SET OF DESIGN THINKING TO SOLVE BUSINESS PROBLEMS

THE CREATIVE LEADER

HOW MANAGERS AND LEADERS SHAPE THE ENVIRONMENT FOR CREATIVE WORK

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
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