

Beyond Creativity

Taking Creative Ideas to Value Creation



Introduction

"I always have creative ideas but I somehow nothing ever seemed to be done with them."

"I go this creative idea but I don't know how to get started or to make it happen."

"So now that we have this grand idea, what is our next step?"

Beyond Creativity, takes you on the journey where innovation happens. The things that are needed from investigation to breaking through roadblocks to decision making, so that value can be realized.

Program Objectives / Learning Outcome:

At the end of the program, participants will learn to:

- Learn how to focus your thoughts to the right area and innovate through the product life cycle.
- Recognize the strategies and techniques to use for different phases in the innovation cycle.
- Become more ingenious, more equipped, and more resourceful and move beyond the realm of creativity and into innovation.

Target Audience

- Managers, supervisors and employees who want to move beyond just being creative and bring value to their organization.
- Anyone who want to take their creative ideas and make it happen.

Profile of Program Facilitator & Coach



Kyle Hor has a strong background of more than 20 years in R&D and IT management, working with high-tech MNCs in both Canada and Singapore. Kyle has worked with Hewlett Packard, Motorola, Northern Telecom and Philips.

He has held senior management positions overseeing development labs at a global level with interaction across Asia Pacific, North America and Europe. Prior to full-time consultancy, Kyle was a director, managing a development lab with a Fortune 100 company.

As a director managing an organization, Kyle provides leadership with strategic directions, managing gray areas and coaching management staff. As a program manager, Kyle is adept in applying systematic and disciplined approaches to program management while simultaneously managing the gray areas of programs – such as risk management and resource leveling and conflict management. As an R&D practitioner, Kyle initiated numerous strategic ideas and innovative products in the electronics and software industry, has written several papers, and filed several patents. He has two inventions to his name.

Kyle's passion is coaching, mentoring and growing people to think systematically and creatively, implementing processes and achieving a much higher degree of innovation and value creation. Areas of expertise include creativity, innovation, thinking out of the box, project and program management, systems thinking, software development and quality management.

Kyle is an advanced toastmaster and had held office as Area Governor and Assistant Division Governor with Toastmasters International, a movement dedicated to helping professionals improve their communication and leadership skills. He graduated with Honors Degree in Electrical Engineering in 1984, holds a Masters in Industrial Engineering, and is pursuing his doctorate in Innovation and Quality.

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Program Outline

Module 1: The Innovation Cycle

- 1) Creativity vs Innovation
- 2) 8 I's of Innovation

Module 2: Get to the Right Idea

- 1) Keeping Ideas Alive
- 2) The Value Statement
- 3) Prioritizing Ideas

Module 3: Working on the Idea

- 1) Feasibility Studies
- 2) Investigation or Detective Work
- 3) Listing Value Factors
- 4) Criteria for Decision Making

Module 4: Selling the Idea

- 1) The Plus Factors
- 2) The Sales Pitch

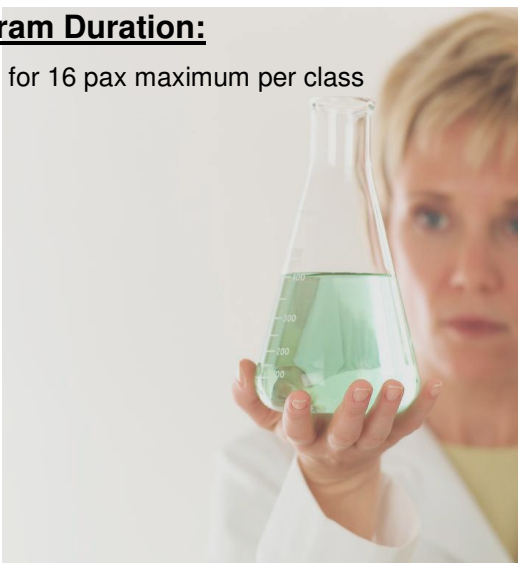
Companion Programs:

Recommended programs prior to this

- Making Creativity Work at Work
- Riding on the Waves of Creativity

Program Duration:

2 days for 16 pax maximum per class



Program Methodology

We include **humor and colorful stories** from our corporate management career as well as personal life to lighten the mood.

Interactive Workout

Participants will get to talk about the current challenges that they are facing, what have they done and how did they do it to manage their current challenges via **a variety of energizing activities with intensive and fun interactions!**

They will identify their own situations from case studies developed specifically within their own company context

Break up into smaller teams to brainstorm on solutions and come to a consensus on how they will manage those situations.

The facilitator will give live demonstrations of techniques with a clear process and framework using handy toolkits based on different case scenarios and people of different personality

Closing the Feedback Loop through Engagement (Action Planning & Role-play) Application Practice

Participants will then put what they have picked up into actions through actual case planning & role-play practices. During the role-play, feedback will be given through self, peer, and facilitator critique

Application of Concepts

Towards the end of the workshop, participants will be facilitated to develop their own individualized S.M.A.R.T action plan for them to implement learning back at work (OPTIONAL)