



# ZIGZAG

THE LAND OF CREATIVITY & INNOVATION *land*

**VIRTUAL  
TRAINING**

9 HOURS

 **business**  
L&D SOLUTIONS



## PROGRAM OVERVIEW



9 HOURS

“Invention, Talent, Innovation, Creativity” - In this era of new technologies, these words provide a vehicle of success for many of today’s leading companies such as Apple, Google and Microsoft. People who think of themselves as non-creative types are often surprised to learn that there really is a process to creative thinking. When we're engaged in the act of being creative, we feel we are performing at the peak of our abilities. Creativity & Innovation enriches your life and provides you with a most important competitive advantage.

Stephen Covey stated that “Creative experiences can be produced regularly, consistently, almost daily in people's lives. It requires enormous personal security and openness and spirit of adventure.”

Join us in our journey in Zigzag land to explore the essence of creativity and innovation, discover its needed competencies, gain hands-on experience through applying a range of tools & techniques that help you nurture your creativity, enhance your innovative ability and strive for uniqueness and distinctiveness in your workplace. Throughout the workshop, teams will be presenting their work and voting on each other’s projects. This is your opportunity to create the difference that you are aspiring for!

# MODULE 1 AGENDA

 **3 HOURS**



	TOPIC	TOOL	OBJECTIVE
10 min.	Who could guess what this picture is? Why was the program named Zigzag?	 	Differentiate between "Logical" thinking "Creative" thinking
5 min.	What do you expect we will have covered by the end of this module?		Illustrate the learning outcomes slide
10 min.	Provide a brief about Zigzag book Watch scene 1 & debrief		Recognize how traditional people's lives look like
10 min.	Characteristics of the normal static person versus the creative person	 	Identify the characteristics of the creative person
5 min.	Is the source of creativity the mind or the heart?		Recognize the role of the left brain thinking in the creativity process
5 min.	Is creativity a talent or practice? What if I am not talented?		Comprehend the importance of the emotional part of the mind
10 min	Pareto 80 / 20 principle		Prioritize inputs that are most productive to your performance
5 min.	Do not compare yourself to others		Strengthen confidence and trust in your capabilities
5 min	Myths & Facts about creativity & innovation		Validate misconceptions about creativity & innovation
15 min.	Provide the definition for creativity & innovation		Define creativity & innovation and the difference between them
15 min	Create a story Criteria: creativity & timeliness		Trust your creative capabilities Team impact in the creative process
20 min	Case Study Audio Visuals: Kodak VS Fuji; Airbnb	 	Realize the impact of creativity & innovation on your organization
10 min.	Find value in whatever resources you have	 	Realize that constraints are the mother of creativity
20 min. + 20 min debrief	Creativity & Innovation Competencies Assessment		Unleash your unseen creative strengths
15 min	Wrap up of the module & questions	 	Develop your action plan

 Breakout Rooms

 Video

 Case study

 PPT

 Flipchart

 Group Discussion

 Chat

 Activity Sheet

 Activity Cards

 Assessment

 Digital Activity

**ZIGZAG**  
land  
THE LAND OF CREATIVITY & INNOVATION



## MODULE 1

### LEARNING OUTCOMES

- Differentiate between linear “Logical” thinking & lateral “Creative” thinking
- Identify the characteristics of the creative person versus the traditional person
- Prioritize most productive inputs using Pareto Rule
- Validate misconceptions about creativity & innovation
- Define creativity & innovation and the difference between each of which
- Realize the impact of creativity & innovation on your organizational performance
- Utilize your resources creatively
- Unleash your unseen creative strengths
- Develop your action plan to leverage your fragile and turn your talents into strengths

# MODULE 2 AGENDA

 **3 HOURS**



 TIME	TOPIC	TOOL	OBJECTIVE
15 min.	Find various uses for the objects		Differentiate between "Logical" thinking & "Creative" thinking
20 min.	Ned Hermann Whole Brain Model Assessment		Understand the profiles of your thinking style preferences
20 min.	Trainer explains the Whole Brain Model & then debriefs on the assessment results	 	Develop your creative skills to produce ideas and solve problems
15 min.	What is your role within your team? Does your team seem to have the 4-brain parts?	 	Identify the role of individuals & teams within your organization
20 min.	What are the characteristics of organizational cultures that promote creativity?		Identify the role of your organization in promoting or impeding employees' creativity & innovation
15 min.	Innovation Culture Assessment		Evaluate your company's innovation culture
15 min	Harvard Business Review 6-Year Research		What makes creative innovators & business strategists different than us
10 min	Arrange the 5 skills cards as you see and explain your evidence		Discover your skill set
15 min	Pros and Cons	 	Mix the right and left brain thinking: the imaginative & the rational
20 min	New Coaching platforms (online search activity) and Virtual tools		Practice the 5 discovery skills
10 min.	Tips and tricks for a perfect online coaching session	 	Strengthen your innovation capabilities with time, effort and practice

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## MODULE 2

### LEARNING OUTCOMES

- Recognize the role of the left brain thinking versus the right brain
- Understand your primary & secondary profiles of your thinking style preferences
- Develop your creative skills to produce ideas and solve problems
- Recognize how to work with the 4-brain parts
- Identify the role of individuals & teams in creativity & innovation
- Evaluate your company's innovation culture using the Innovation Culture Assessment
- What makes creative innovators & business strategists different than us
- Practice the 5 discovery skills to strengthen your innovation capabilities
- Convert your original idea into innovative prototypes

# MODULE 3 AGENDA

 **3 HOURS**



	TOPIC	TOOL	OBJECTIVE
10 min.	Types of Business Innovations		Recognize & practice types of Business Model Innovations
10 min.	Incremental Innovation	 	Introducing small continuous improvements to products & services
10 min.	Product Innovation		Introducing new products that generate new customer value
10 min.	Service Innovation	 	Introducing new service that generates new customer value
15 min.	Business Model Innovation		Introducing new ways in which organizations create & deliver value
15 min.	Marketing Innovation	 	Learn how to market and communicate new products/services
20 min.	Process Innovation		Implementing new production of delivery methods
15 min	What type of innovation best describes your organization needs? Why?		Apply types of business innovation that best suit your work-related problems
10 min.	Methods & Techniques of Creativity & Innovation		Apply various tools & techniques to create ideas and judge their worth in the workplace
10 min	Brainstorming & its basic rules		
15 min	SCAMPER		Generate ideas by asking the right questions
10 min	The 5 Whys	 	Quickly dissect the problem and reveal its underlying causes
10 min.	Mind mapping	 	Unlock the potential of your brain to easily sort through different details
20 min	Creativity & Innovation Styles	 	Recognize your innovation style to make the best out of it



Breakout Rooms



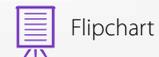
Video



Case study



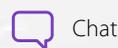
PPT



Flipchart



Group Discussion



Chat



Activity Sheet



Activity Cards



Assessment



Digital Activity



## MODULE 3 LEARNING OUTCOMES

- Recognize & practice types of Business Model Innovations.
- Apply various tools & techniques of creativity & innovation in the workplace .
- Recognize your innovation style to make the best out of it.
- Apply types of business innovation that best suit your work requirements.

Exit 7  
HIGHWAY | 800 M



## TOOL KIT

Bbusiness will equip attendees with the coaching toolkit that involves:

- The Comic Book
- CREATE Model Competency cards
- The 5 DNA Discovery Skills
- PIE Model



## ANIMATED SCENES

This visual platform with its animated Comic Book Scenes simulates various situations that happen at work. Simulations provide the opportunity to analyse situations that the hero encounters in his trip to discover himself and his creative competencies, to change the path of his life as well as the life of the audience through that journey in the human soul.





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