

MASTERING CREATIVE THINKING



On demand:
6-8 hours
start anytime

Unleash creativity in your organisation

To stay ahead of change in our hyper-disrupted and evolving competitive landscape, you need to create, hone and deploy new, innovative and customer-centric solutions. You need to be able to think differently; to look at problems and challenges from fresh angles; and embrace the power of iterative experimentation to test what is truly viable and valuable. To keep your organisation ahead of the game, you need to master the power of creative thinking.

Mastering Creative Thinking is an online microcredential that will equip you with the creative insights, the ideation tools and the agile experimentation and iteration techniques to develop products, services and experiences that truly connect and resonate with your customers. Delivered on demand, you determine the pace and tempo of your own progress as you master the insights and frameworks to generate innovative solutions paths, and refine your ideas iteratively.

Key benefits

- Learn to think about your organisational challenges through a different, customer-centric lens
- Build the skills you need to spark and sustain creative and design thinking capabilities
- Acquire the mindset and managerial levers you need to develop and lead an innovative organisational culture
- Master practical and effective methodologies to put design thinking into action
- Prepare to deliver sustained competitive advantage in a hyper-competitive and fast-changing landscape.

Participant profile

- Executives seeking to learn new problem-solving approaches to innovation, building upon creativity research, design thinking and agile development principles (e.g., lean startup)
- Team leaders and managers seeking to develop and integrate cutting-edge creative practices into their business processes and corporate culture.

Skills you will develop

- Customer centricity
- Creativity and design thinking
- Resilience and agility

Recommended learning

Participants of **Mastering Creative Thinking** are encouraged to also consider taking the following INSEAD programmes to amplify their learning experience in unlocking, executing and sustaining innovative thinking:

- Driving Innovation for Growth
- Leading through Change and Uncertainty
- Executive Presence and Influence

Programme director



Manuel Sosa

Professor of Technology
and Operations Management
Director of the Heinrich and Esther Baumann –
Steiner Fund for Creativity and Business

Programme Content

Progressing through each module of **Mastering Creative Thinking**, you will systematically build the creative thinking mindset, the frameworks and the capabilities to look at problems through a new, user-centric lens; to devise solutions that work; and to drive innovation, whatever the challenge or organisational context.

Module 1: User-centred insightfuling

- Understand the importance of developing empathy for the end user to uncover user-centred insights that lead to meaningful innovation opportunities
- Learn how to build and use journey maps to fast-track the development of empathy and insight discovery
- Develop an “inquiring” mindset to formulate insightful innovation challenges that truly matter to the end user.

Module 2: Creative ideating

- Understand the key factors that drive and hinder creativity
- Learn three effective strategies to overcome creativity blockers that prevent us from ideating innovative solutions
- Develop the mindset to search for potentially creative solutions to any challenge or in any context.

Module 3: Agile iterating

- Discover the key elements that comprise a design iteration and how to bring agility to it
- Appreciate the value of rapid and cheap prototyping to leverage feedback on early-stage creative ideas
- Develop a mindset that encourages agile experimentation and celebrates learning from failure.

Immediate impact

Dynamic and flexible in structure and pace, this microcredential involves highly practical exercises on user-centred insightfuling, creative ideating and agile iterating, which will help you put your learning into immediate action and uncover innovation opportunities and creative outcomes.