Soft skills

Generating New Ideas: Team Creativity

One day to produce, as a team, ideas that nobody would have had alone, then to sort them without smothering them. Participants practise several creativity techniques, learn to run a session with clear rules and leave with sorted ideas on a real topic from their department: cutting waste, simplifying a procedure, imagining a new service for customers.

Duration : 1 day

Objectives

1. Explain what blocks creativity in a group: instant judgement, self-censorship, the weight of hierarchy
2. Frame an open, precise creativity topic from a problem or an opportunity
3. Practise several idea-generation techniques: silent written generation, analogies, reversal, repurposing
4. Run a session by separating the divergent phase from the convergent one
5. Sort and group ideas against simple criteria to keep those worth developing

Programme

Day 1 — morning

• How creativity works: association, displacement, combination

• Individual and group brakes: habits, fear of looking foolish, the boss's idea stated first

• Framing the topic well: from "reduce losses" to "how might we..."

• Ground rules for a session: quantity first, no criticism, build on others' ideas

Day 1 — afternoon (workshop)

• Techniques: silent written generation, analogy with another sector, problem reversal, repurposing questions

• Converging: grouping, voting, crossing interest and feasibility

• Workshop: a full session on a real topic from the team, facilitated in turn

• Turning the retained ideas into short sheets to submit for decision

• Knowledge test and presentation of the ideas retained

Teaching methods

• Short, repeated creativity sessions, each with a different technique

• Each participant facilitates at least one sequence and receives feedback on their facilitation

• Real topics defined with the company: packaging waste, order processing time, onboarding of new hires, after-sales service

• Facilitation kit handed out: run sheets, instructions, sorting grids

• Preferably delivered in-company, with a team that works together

Assessment and documents

Knowledge test and observation of the sequence facilitated by each participant, with a follow-up evaluation at D+1. Numbered training certificate, verifiable online; the company receives the training report and the idea sheets produced in the workshop.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

To take the retained ideas through testing and rollout, see "Leading Innovation: From Idea to Rollout".

Practical information

Duration	1 day
Audience	Project teams, continuous improvement teams, managers, marketing and product development functions
Prerequisites	No prerequisites
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Do I need to be "creative" to take this course?

No. Team creativity is mostly a matter of method: framing the topic well, separating generation from sorting, preventing the most senior person's opinion from closing the discussion. These rules can be learned and practised.

How does it differ from "Leading Innovation: From Idea to Rollout"?

This day generates and sorts ideas. "Leading Innovation: From Idea to Rollout" starts from a retained idea and takes it through to implementation: selection, pilot test, the decision to commit resources, rollout.

Can we choose the topic worked on?

Yes, and we recommend it. Before the session we define one or two real topics with you; the team leaves with usable ideas and not just a method.

Is it suitable for continuous improvement teams?

Yes. The techniques complement root cause analysis: once the problem is understood, they help find solutions less obvious than the first ones that come to mind.