

# OpenGenius

SYSTEMISING CREATIVITY

Join the OpenGenius Global Innovation Network (OGIN) and become an Official OpenGenius Innovation Professional (OGIP)



# Your certified skillset & course learning outcomes

Through the OpenGenius Applied Innovation course, you will develop and become certified in a number of key innovation skills:

- Systemising creativity
- Problem Solving
- Critical Thinking
- Mind Mapping
- Ayoa Innovation Software Platform

## Learning outcomes of the Applied Innovation course:

- Assess your thinking
- Ensuring cognitive flexibility
- Solve business problems creatively
- Generate multiple ideas to any kind of problem
- Choose the best ideas to develop
- Identify how to bring objectivity into the decision-making process
- Combine tools and techniques for more powerful problem solving
- Explore fresh perspectives and opportunities
- Let go of fear and learn from mistakes
- Identify your thinking 'risk areas'
- Gain clarity on a business problem or challenge
- Practise sustained creative thinking
- Avoid analysis paralysis and select and sort ideas with clarity
- Make sound decisions with confidence
- Produce a repeatable creativity process for yourself and others
- Coach others for improved innovation thinking
- Embed innovation by using the AYO technology for ideas to action

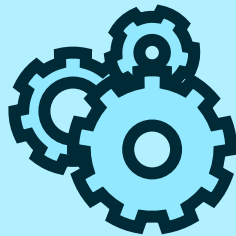


# Course takeaways

OpenGenius are world leaders in systemising creativity – by the end of this course, you will leave with the following key takeaways:



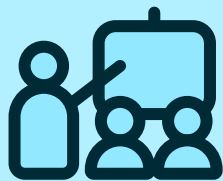
A **repeatable innovation process** you can use and apply time and time again



The **Creative Thinking Toolkit** – Canvases & Do's and Don'ts Checklists



Deliver the ready-made 1 Day **Inspire Innovation workshop** certified by OpenGenius



Utilise 'The Creative Thinking Toolkit' to lead innovation **workplace coaching**



Your profile listed on the **Official OpenGenius Network** website

# OpenGenius Professional Master Trainers & Speakers



**Chris Griffiths**

Chris Griffiths has over 28 years' experience in setting up and leading successful businesses that have ranked in the 'Deloitte European Fast 50' and 'The Sunday Times Fast-track 100'. He sold his first company at the age of 26. He is a TEDx creativity expert who has previously coached Nobel Laureates and three royal families, in addition to Senior Leadership Teams in the European Commission, Parliaments and Courts. Chris is the founder of OpenGenius and is a bestselling author on creativity and innovative thinking skills, his books have been translated into over 15 languages. Chris was responsible for the creation of the ThinkBuzan Licensed Instructor Course in Mind Mapping, setting up a worldwide network of over 1,000 instructors. Chris' software and services have been used by over 2 million people worldwide, helping individuals and teams from around the globe to think differently and enhance their creativity and innovative thinking skills.



**Liz Oseland**

Liz Oseland is one of the world's experts on Leadership and Innovation skills. Liz has delivered bespoke talks to team leaders and directors on how they can improve their innovation skills and get thinking differently. Liz has travelled around the globe delivering coaching sessions to schools and organisations in order to help improve their productivity. Being one of the first Global OpenGenius Master Trainers, Liz is an expert in her field of coaching and training.



**Sharon Curry**

Sharon Curry is a Design Thinker, Innovation and Creativity expert, and a certified Life, Corporate and Executive Coach. She facilitates Leadership thinking nationally and internationally and is a former Naval Officer. With 35 years of experience and a unique USP she enables strategies for business and individual success. Sharon works with demanding clients in diverse environments.



**Bill Lowe**

Bill Lowe has spent the last 15 years training people in leadership, teaching and innovation. Whilst he has written and delivered training in these areas to Master's degree level, it's his sharply focussed ability to link these skills to real-life work situations that is his strength. This is recognised by the publishers of his latest book on middle leadership. Bill is a lifelong student of engaging content delivery, and his aim is to help clients turn knowledge into understanding and practical application.

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Licensed Instructor Course in  
**Applied Innovation**

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Day 1 – Wednesday 8th January 2020 - Tec Marina, UK

**9:00am**      **Thinking about thinking - Thinking without the box**

**Session 1**

- Knowledge is no longer power
- Create or die!
- We lose our creativity with age
- Creativity and innovation – what's the difference?
- Importance of metacognition
- Put your thinking on the radar - The Decision Radar Results

KEY TAKEAWAY: *Discover your personal thinking profile & take on helpful thinking habits*

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**10:15am**      *Brain Break*

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**10:30am**      **Common Thinking Errors - Selective Thinking**

**Session 2**

- Killing creativity and smart decisions
- That's the idea!
- The bias that binds

KEY TAKEAWAY: *Identify your conformational biases & move away from loss aversion*

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**11:30am**      *Tea & Coffee Break*

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**11:45am**      **Common Thinking Errors - Reactive Thinking**

**Session 3**

- System 1 vs System 2
- In the heat of the moment
- The need for speed
- Letting information overload you

KEY TAKEAWAY: *Create your own future & take action to generate proactive thinking habits*

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**12:45pm**      *Lunch*

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**13:45pm**      **Common Thinking Errors - Assumptive Thinking**

**Session 4**

- They're everywhere!
- Challenging assumptions
- Bad assumptive moves
- Rules are made to be broken

KEY TAKEAWAY: *Identify your flawed assumptions & break free of self-imposed limits*

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**15:00pm**      *Tea & Coffee Break*

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**15:15pm**      **Introduction to AYO A - Work to your style**

**Session 5**

- Ideas to action
- AYO A for collaboration

KEY TAKEAWAY: *Work without limits - A new way to think, work and achieve efficiency*

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**16:15pm**      *Tea & Coffee Break*

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**16:30pm**      **Mind Mapping 4.0**

**Session 6**

- Mind Mapping best practice
- AYO A for mind mapping

KEY TAKEAWAY: *Work without limits - A new way to think, work and achieve efficiency*

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**17:30pm**      *Day Ends*

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Day 2 – Thursday 9th January 2020 - Tec Marina, UK

**9:00am**  
**Session 1**     **The Solution Finder Step 1: Understanding**

- Are you market-driven or market-driving?
- A winning process
- Divergent and convergent thinking
- Define the challenge

KEY TAKEAWAY: *Work through the understanding toolkit to move away from problem paralysis*

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**10:15am**     *Brain Break*

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**10:30am**  
**Session 2**     **The Solution Finder Step 1: Understanding Toolkit**

- Individual work defining own business challenge
- Coaching pairs
- The Understanding Toolkit:– Define and Understand Canvas / 5W1H Canvas / Changing Perspectives Canvas
- The Understanding Checklist: Dos and Don't

KEY TAKEAWAY: *Identify and define your problem & coach others to do the same*

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**11:30am**     *Tea & Coffee Break*

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**11:45am**  
**Session 3**     **The Solution Finder Step 2: Ideation**

- Generative thinking
- Brainstorming – does it work?
- How to be better at brainstorming
- The correct brainstorming strategy

KEY TAKEAWAY: *Devise a brainstorming strategy & support others in divergent thinking*

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**12:45pm**     *Lunch*

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**13:45pm**  
**Session 4**     **Solution Finder Step 2: Ideation Toolkit**

- Creativity on demand
- Individual and group work
- The Ideation Toolkit – Reverse Brainstorming Canvas

KEY TAKEAWAY: *Utilise specialised ideation tools & build your tolerance for ambiguity*

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**14:45pm**     *Tea & Coffee Break*

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**15:00pm**  
**Session 5**     **Solution Finder Step 2: Ideation Toolkit**

- Individual and group work
- The Ideation Toolkit: - Metaphoric Thinking Canvas / Combinational Creativity Canvas
- The Ideation Checklist: Dos and Don'ts

KEY TAKEAWAY: *Break free from current constraints & allow yourself to be playful with ideas*

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**16:30pm**  
**Session 6**     **Mind Mapping 4.0 Advanced**

- Advanced strategies when using mind mapping
  - Mind Mapping for collaboration
  - Mind Mapping for Task and Project Management
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**17:30pm**     *Day Ends*

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# Licensed Instructor Course in Applied Innovation

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Day 3 – Friday 10th January 2020 - Tec Marina, UK

**9:00am**  
**Session 1**

## **Solution Finder Step 3: Analysis Toolkit**

- Evaluate ideas
- Individual and group work
- The Analysis Toolkit: - Heart/Head Pros/Cons Canvas / Force Field Evaluation Canvas

KEY TAKEAWAY: *Sort and screen your captured outputs against a measured criteria*

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**10:15am** *Brain Break*

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**10:30am**  
**Session 2**

## **Solution Finder Step 4: Direction Toolkit**

- Turn ideas into action
- Belief matters
- Individual and group work
- The Direction Toolkit: - Building Solutions Canvas / SMART Goals Canvas / Action Plan Canvas
- The Direction Checklist: Do's and Don'ts

KEY TAKEAWAY: *Take action with belief and confidence to pursue innovation*

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**11:30am** *Tea & Coffee Break*

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**11:45am**  
**Session 3**

## **Commit to Think Differently**

- Putting it all together
- Making time for creativity
- The Solution Finder
- Commitment Traffic Lights – individual work

KEY TAKEAWAY: *Sustain the capacity to thinking differently & commit to individual actions*

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**12:45pm** *Lunch*

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**13:45pm**  
**Session 4**

## **Creative Leadership**

- Innovation is a core leadership skill
- The end game
- Freedom to fail...and learn
- Make play a priority
- Innovate with optimism

KEY TAKEAWAY: *Lead innovation & make creativity and innovation part of your company's DNA*

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**14:45pm** *Tea & Coffee Break*

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**15:00pm**  
**Session 5**

## **Where do you go from here?**

- Put your thinking on the radar - The Decision Radar Revisited
  - Decision, decisions
  - Stick at it!
  - OpenGenius network & support
  - Certificates & Ceremony
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**16:30pm** *Day Ends*



# AYOA

"The **most unique** twist on task management I've ever seen."

©CBS NEWS

- ✓ Prioritise the right work
- ✓ Brainstorm unique campaigns
- ✓ Share ideas with your team

Mind Mapping

Team Collaboration

Project Management

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