

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2208](http://www.amanet.org/2208)

# Creativity and Innovation: Unleash Your Potential for Greater Success

## Discover new ways to break through mental barriers, ho-hum thinking and roadblocks

Do you wish you could apply creative thinking at work to try new things? Do you doubt your own capacity for creativity and innovation? Do you have trouble getting creative thinking and solutions from your team?

Relying on yesterday's ideas, products and assumptions can spell failure and be a detriment. Now you can learn proven creative thinking techniques to generate new ideas and get a blueprint for establishing a climate of innovation in this lively, interactive and hands-on seminar. You will discover new ways to break through mental barriers, ho-hum thinking and roadblocks—in order to improve performance, stimulate creative thinking and unleash the creative potential in yourself and your team.

### How You Will Benefit

- Practice creative thinking methods to generate ideas and solutions
- Turn existing problems into opportunities for growth
- Discover new techniques for securing enthusiasm for new initiatives
- Encourage out-of-the-box thinking
- Apply creative thinking techniques to foster innovation and improve systems, products and processes
- Enhance morale, group performance and collaboration

### What You Will Cover

- Identifying practices that help promote creative thinking and innovation
- Focusing on results vs. focusing on good process
- Maximizing the connection between courage and creative thinking
- Developing and leveraging from your own creative strengths
- Brainstorming tools and techniques to cultivate creative thinking and generate ideas and solutions
- Producing, evaluating and selecting new ideas: models for analyzing options
- Practices and guidelines that create an innovative work environment
- Real-world practice: opportunity spotting/solution generating

### Who Should Attend

Managers, team leaders, directors, project managers, supervisors and staff in all industries—and anyone who has influence over the creation, adoption and implementation of new products, services and processes.

## Schedule

- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,795 GSA

## Credits

1.2 CEU

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