

**CREATIVITY AND INNOVATION: UNLEASH YOUR POTENTIAL FOR GREATER SUCCESS**

Discover new ways to break through mental barriers, ho-hum thinking and roadblocks  
Seminar #2208

**Overview**

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.

**Schedule**

- [2] days

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- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,623 GSA

**Credits**

1.2 CEU

**Schedule**

We have 9 scheduled sessions located nationwide starting between 6/14/2012 - 2/7/2013

Date	Location	Duration
Jun 14, 2012 - Jun 15, 2012	New York, NY	2 Days
Jul 19, 2012 - Jul 20, 2012	Arlington/Washington DC, DC	2 Days
Aug 20, 2012 - Aug 21, 2012	San Francisco, CA	2 Days
Sep 24, 2012 - Sep 25, 2012	New York, NY	2 Days
Oct 15, 2012 - Oct 16, 2012	Boston, MA	2 Days
Nov 5, 2012 - Nov 6, 2012	Chicago, IL	2 Days
Dec 20, 2012 - Dec 21, 2012	New York, NY	2 Days
Jan 28, 2013 - Jan 29, 2013	Atlanta, GA	2 Days
Feb 7, 2013 - Feb 8, 2013	Arlington/Washington DC, DC	2 Days

Registering more than 4 people, please call 1-877-566-9441.

**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.

**Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)