

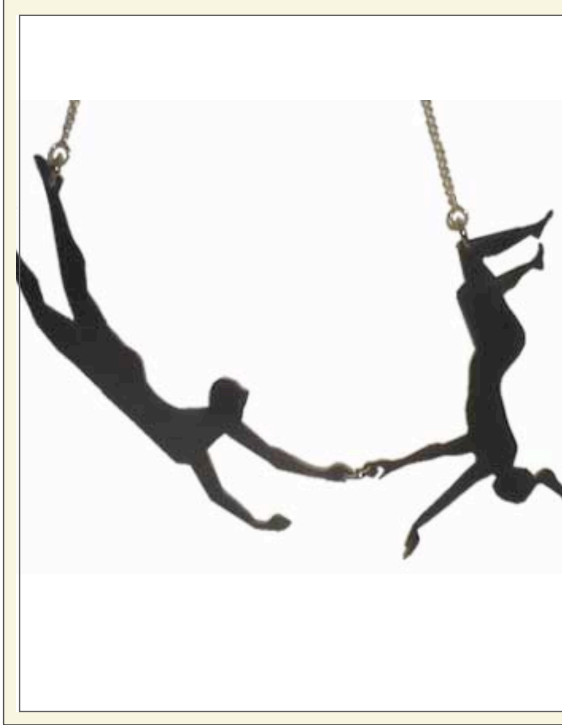
### CREATIVITY AND INNOVATION

Creativity is all about challenging the well established norms and practices. Creativity is not linear, it is also not akin to 'Logic'. It doesn't follow the mathematical equations; it follows no set patterns.

It is a grave tragedy that we want our people to be creative but we don't give them the Toolkit. The first day of the workshop will provide many inputs on various tools, techniques and processes of Creativity, Work Smart, and Problem Solving through Creativity and Innovation.

The participants will also be exposed to the unique technique propounded by Prof. W Cahn Kim what is known as 'Value Innovation' or 'Blue Ocean Strategies'.

Most of us unwittingly kill 'Creativity' in mother's womb, which is an unpardonable Corporate Sin.



### CHANGE MANAGEMENT

Managing CHANGE is the game of Trapeze. Like an acrobat swinging in the Circus Ring holding the cross-bar, you tend to hold your 'Legacy' strong and look at other crossbar to have grip without loosening the grip on the first one. Even if you release the first cross bar, you hang anchor-less in space until you get the grip on the second crossbar. Managing Change is all about the tendency of 'anchorlessness', what is called 'Transition'. 'Managing Change' is an interplay between two strong opposite forces viz. (1) Desire for Stability' and (2) Desire for Change'. Unless the latter dominates the former, change cannot take place.

THIS PART OF WORKSHOP SHALL BASE ON MOID SIDDIQUI'S BOOK 'THE ACROBATICS OF CHANGE'

# CREATIVITY, INNOVATION & CHANGE MANAGEMENT

## A TWO-DAY WORKSHOP



### CREATIVITY & CHANGE

'Creativity' and 'Change' are twin-sisters. They go well with each other.

"'Change or Perish' is the catchphrase. But many companies changed and perished as they didn't know the art of Managing Change," says Moid Siddiqui



