Creativity & Idea Management

Creativity

This first stage of the course introduces the context for creativity, the generation of ideas and the use of idea generation workshops and creativity techniques.

The Ideation Process

This second stage of the course describes the environment for ideation, the process including related activities, and the management of ideation.

Ideation is the first of the three major process areas in innovation. This process is concerned with arriving at an innovation concept with a significant validated   economic value. That value is achieved through exploitation through development and deployment, or it could be realised through its patenting and promotion.

This training course is run as part of The Irish Innovation Network.

Membership of the network is available through the Centre for Software Engineering at 01-700 5750.

Who should attend?

This event is designed for those who have a key influence and roles of responsibility for innovation, both business and technical. In particular the course is of interest to those who have a responsibility for aspects of ideation and the generation and evaluation of ideas, concepts, and technologies to further the innovation and competitive advantage of the enterprise.

Topics

1. Creativity, creative thinking
2. Context for idea generation
3. Approach to generation of ideas
4. Tools and techniques for creativity
5. The ideation process
6. The ideas repository
7. Motivation and culture
8. Workshop facilitation
9. Management of ideation
10. Role of research
11. Role of knowledge management
12. Role of intellectual property

Presenter

Michael O'Duffy is an experienced innovation practitioner, trainer, and assessor. He is CEO of the Centre for Software Engineering at Dublin City University.

Fees and Registration

Course fee is €960. A discount of 25% applies to CSE Corporate members.

To register, please email events@cse.dcu.ie with course title and date, attendee name, organisation name, contact name and phone number.

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