LEADING THROUGH CREATIVITY

Course Focus

Historically, there are numerous cases of organizations that develop an innovation that is thoroughly unprecedented, not readily accepted, and yet results in tremendous profits and increases in market share. The creative process that leads to this type of innovation is often veiled in mystery and the misnomer that one must be gifted to be innovative. Creativity, however, is as much a matter of technique as intelligence. In fact, the thought process that leads to innovation can be learned and applied throughout an organization and those organizations that understand and foster this with employees find themselves at the top of their industry. In this course participants will learn a series of individual and group techniques, which cultivate creativity and the development of new ideas. Participants will learn to enhance their capacity for creative thought and will be able to use their abilities to develop their organization’s ability to be innovative, resulting in increased market share and profit.

Who Should Take this Course?

This course is critical for executives, managers, and team leaders who are responsible for the growth and development of their organization. It is also crucial for any professionals who want to develop and enhance their own creative thought process.

Course Benefits

In this course, participants will learn about:

- Individual and group techniques for generating new ideas.
- Organizational and individual benefits gained from developing creative potential.
- Creative development and tendencies that inform creative potential.
- Creative approaches specifically targeted to business challenges.
- Process of assessing creative development in individuals and groups.
- Characteristics of creative organizations and how they can be applied to enhance productivity and profitability.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Topics

- Developing your Capacity for Creativity
- Habits of Creative People and Specific Techniques for Creativity
- Developing your Organizations Ability to Innovate
- Fostering Creativity in your Organization

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 8

This course is part of an online certificate:

- Certificate in Executive Leadership
- Certificate in Strategic Leadership for the Hospitality Professional