



## TRAINER CERTIFICATION WORKSHOP

This five-day workshop will certify you to use the Innovative Thinking System™ (ITS) workbook to run workshops, meetings, and provide coaching to develop creativity to lead innovation for individuals, teams and organizations. The program takes a broad range of proven techniques and aligns them into a simple, manageable path for participants to follow in order to generate abundant new concepts, organize and filter them down to the single idea most likely to succeed, then hone the top idea into a useful tool and implement it as a viable new initiative.

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### Who Should Attend

Human resource managers, consultants, executive coaches who want to use ITS™ for individual and team creativity and R&D managers who are responsible for develop new products/services; marketing managers who want to create a new marketing strategy; anyone who wants to increase his/her creativity and lead others.

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### Outcomes

Participants will:

- Learn how to choose the best idea and develop plans for presentation and implementation.
- Learn to draw from their creativity to react progressively, quickly and positively.

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## Special Features

- The course is split into two sections:
  - 1) participants receive training using the ITS™ workbook to understand the experience;
  - 2) trainer practice enables them to provide workshops, meetings, coaching and other activities using the ITS™ workbook for other participants.
- Participants receive follow-up assistance from the master trainer in designing and customizing ITS™ sessions.
- Participants are certified to purchase and use the full range of ITS™ support materials.  
A workbook and a trainer guide are included.

## Coaching

Coaching is available to enhance learning and to provide additional support, for an additional fee.

## Prerequisites

No prerequisites are required.

## Workshop Agenda

Participants experience each technique briefly and then learn to give lectures and run exercises.

Day 1

Focus on the first set of Divergent Thinking techniques

Day 2

Focus on the second Divergent Thinking techniques and Convergent Thinking techniques

Day 3

Focus on Implementing techniques and the first set of giving instruction sessions

Day 4

Focus on the second set of giving instruction sessions

Day 5

Focus on the final set of giving instruction sessions

## Quick Facts

- Date February 13- 17, 2012 (5 days)
- Tuition \$2,100
- Locations Tokyo Japan; in-house certifications also available

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