

SMU ACADEMY

Unlocking Maximum Performance

Business Creativity and
Global Mindset



PROFESSIONAL



The World Economic Forum has identified Creativity as the "Next Big Thing for Business". As Artificial Intelligence (AI) and other technologies gradually replace workplace inefficiencies and improve productivity and customer experience with automation that requires minimal human intervention, how should businesses and professionals meet the digital challenge and equip themselves to stay relevant and employable?

This 1-day programme aims to inspire business professionals to think and contribute creatively to their workplace as organisations strive to unlock their maximum performance and the best part of human capabilities – **Creativity** – to deal with the imminent shifts that will change our world economically, socially and culturally.

Who Should Attend

Business owners, professionals and managers who need to unlock greater creativity and a global mindset to achieve maximum performance in attaining business goals / growth.

Programme Objectives

At the end of the programme, participants will be able to:

1. Differentiate creativity from innovation.
2. Understand why creativity is crucial and why it is so difficult to be creative.
3. Diagnose and describe the correct problem.
4. Develop effective ways of collecting ideas from within and outside of the organisation to deal with / respond to changes.
5. Employ different tools and techniques to develop creative thinking and global mindset to seize business opportunities.
6. Avoid the pitfalls that kills creativity.
7. Create / develop your own creative process.

Topics

- What is creativity and Global Mindset and why they are important
- Creativity of the world – the different ways to be creative from different cultures
- The need for “idea perception” in a rapidly developing / changing world
- Different techniques and tools to develop creative thinking skills and global mindset
- Effective ways of collecting ideas across and beyond the organisation
- Creating and adapting to change to seize business opportunities

Facilitator



Fredrik Haren is an author and keynote speaker on Business Creativity, Change and Global Business. He has delivered 2,000 presentations in over 60 countries on 6 continents. He was voted Speaker of The Year in Sweden as well as selected as one of the "The Best Swedish Speakers Ever". He is a CSP (Certified Speaking Professional) (one of 700 globally) as well as Global Speaking Fellow (one of only 30 globally). He is the author of 10 books, including "The Idea Book" which was included in "The 100 Best Business Books of All Time".

He is also the author of "One World. One Company". It is a book about what it means to be a Truly Global Company.

■ **Intake**
14 January 2019

■ **Class Timing**
9.00am – 5.00pm

■ **Fee**
\$1,284 incl. GST

SkillsFuture Credit

Singaporeans (aged 25 & above) self-sponsoring the programme fee may claim for their SkillsFuture Credit.

■ **Venue**
Singapore Management University

■ **Assessment Timing**
5:00pm – 6:00pm

■ **Fee after 70% SSG Funding** (T&Cs apply)
\$385.20 incl. GST
(for Singapore Citizens / PRs)

Singapore Management University
SMU Academy | Human Capital, Management & Leadership
School of Accountancy Building
60 Stamford Road Level 4 Singapore 178900

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For more information, please contact:

Mr Tan Kim Guan / Ms Caren Chiang
Mr Damone Teo / Ms Janel Tan
Phone: +65 6828 1966 / +65 6808 5361
+65 6828 0071 / +65 6828 1937
Email: cps@smu.edu.sg Website: academy.smu.edu.sg

Scan the QR code to visit programme website

