UCLA
CREATIVITY AND INNOVATION IN THE ORGANIZATION PROGRAM

The Creativity and Innovation in the Organization Program is offered at The Anderson School at UCLA in Los Angeles, California. The program provides provocative ideas and frameworks to help executives tap their own and their employees' creative potential and makes their organizations more viable, responsive, and profitable.

Who Should Attend

Senior executives responsible for leading employees and increasing profits.

Program Highlights

- Each class begins with an amplification of the previous day's lesson and includes time for group projects and concludes with a discussion of key concepts and practical applications of creative thinking as applied to your organization's primary challenges;
- Learn to challenge your existing thought processes and thrive while working on the edge of chaos;
- Master the ability to make imaginative and rational decisions, and develop the adaptive capacity to work creatively with change and uncertainty;
- Find out when to use intuition, logic, improvisation, and innovation for problem solving and decision making;
- Understand how existing perceptions inhibit creativity and learn the best ways to shatter your organizational and individual filters; and
- Find ways to create a sense of shared purpose in an organization and pinpoint ways to capitalize on ideas generated by your employees, customers, and suppliers.

Offerings: One-week session, once annually

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Program Dates: Nov 5 – 9, 2012
Cost: $6,495 – 2012
Includes: tuition, books, materials, meals, breaks, and receptions. **Lodging is not included.**
Application Deadline: One month prior to start of program

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