

Specially designed and developed by the
Malaysian Association of Creativity & Innovation



PURPLE BEACH®



An Intensive 3-Day **ADVANCED COURSE** in **Creativity & Innovation** brought to you by **eHomemakers** to help home-based and small business grow.

+++++ WHO NEEDS TO ATTEND? +++++

This course is targeted at Entrepreneurs, Micro-Entrepreneurs, and those who are self-employed. Preferably the participants should have at least a few years of business experience, and who wish to take their businesses to new heights.

In the face of **Creativity & Innovation** fast becoming an absolutely essential resource for survival and success in the business environment, some have responded with inaction and indifference. Most others are at a loss over what to do or where to start. Is **Creativity & Innovation** something that can be learned and mastered? How does one embrace and then apply **Creativity & Innovation** in the business process? These are pertinent questions in today's ever changing business landscapes.



MACRI, as the nation's foremost activist and catalyst in the area of **Creativity & Innovation**, has invested much effort to design and develop this vital one-of-its-kind Program to benefit aspiring individuals who would like to equip themselves with the power of **Creativity & Innovation**. The Course takes the participants through from the rudiments of Idea Generation to practical **Creativity Tools**, from understanding the process of **Innovation** to applying proven techniques of **Innovation**. The Course is augmented by interactive sessions, group activities, etc., to make learning both fun and effective. **PURPLE BEACH® Advanced Course in Creativity & Innovation** promises to prepare and strengthen the participants to face the many inevitable challenges that await them in the business space.

+++++ COURSE OBJECTIVES +++++

- To impart the crucial understanding of Creativity & Innovation to the participants.
- To unleash the creative spirit in the participants through the teaching of Creativity Tools.
- To encourage participants to be more innovative in the working and business environment.
- To convince participants that Innovation will be the new engine in their businesses.

+++++ COURSE METHODOLOGIES +++++

- **Interactivity:** Trainers engage participants to provoke thinking and to gauge understanding.
- **Practical Exercises:** Hands-on exercises to stimulate learning and increase participation.
- **Group Activities:** The use of teamwork and group dynamics to facilitate understanding.
- **Case Studies:** Reference to real life examples and situations to heighten conviction.

“ There is no doubt that **CREATIVITY** is the **most important human resource** of all.
WITHOUT CREATIVITY there would be **no progress** and we would be forever repeating the same patterns.”

~ Edward de Bono ~

+++++ COURSE OUTLINE +++++

The Fundamentals of Creativity & Innovation

- Introduction to Creativity – What is Creativity all about?
- Impediments to Creativity & Innovation – Why are we not as creative as we should be?
- Definitions of Ideas, Creativity, Innovation, Design – What are the differences?
- Concept of Value and Value Addition – What is meant by adding value?

The Steps to Creativity & Innovation

- Understanding PURPLE BEACH and the Path to Creativity & Innovation
- Embracing the M3IQRA System for Practical Creativity Leading to Innovation
- Attributes of a Creative and Innovative Individual

The Practice of Creativity & Innovation

- Creativity Tool #1 – Changing Your Mindset and Challenging the Status Quo
- Creativity Tool #2 – Practicing Innovation through Mutual Reinforcement (Group Activities)
- Creativity Tool #3 – Idea Generation using the Art of Forcing Connections
- Creativity Tool #4 – The Power of SCAMPER Formula

Reinforcing Creativity & Innovation

- Group Assignment and Presentation
- Creativity & Innovation Test

+++++ PROFILE OF FACILITATORS +++++



Mr. Lee Yee Dian holds a degree in Electrical Engineering from Osaka University, Japan. Although he began his career in the manufacturing sector, he also has vast experience in Sales & Marketing. Today, he is active in developing and delivering programs and courses in Creativity & Innovation, as he is deeply committed to nurturing creative and innovative skills among all Malaysians. Mr. Lee serves as the Vice President of MACRI, and is also a senior member of Malaysian Mensa. He is a certified Trainer with PSMB and is currently employed as the General Manager of Innovation (Malaysia) Sdn Bhd.



En Hussein Ariff has long been associated with Creativity & Innovation throughout his career, which has extended him much experience in retail, hospitality and media industries. He is a keen observer of new and innovative ways to solve day-to-day problems, and he is an innovator himself who is actively involved in Idea Generation and Commercialisation. Today, he is an active Member of the Executive Committee of MACRI, and he is a regular speaker at events organized by MACRI. He is also a certified trainer with PSMB.

+++++ VENUE & DATE +++++

Date: 22nd September, 29th September and 6th October 2010 (3 consecutive Wednesdays)
Time: 09.30am ~ 04.30pm
Venue: MOSAIC COMMUNITY STUDIO, Lot S20 Centepoint, Bandar Utama, Petaling Jaya.
Registration and Payment Deadline: September 8, 2010
*A minimum of twenty people are required for this course. If canceled, a full refund will be given.

+++++ YOUR INVESTMENT +++++

Only RM120 per head, inclusive of 2 Tea Breaks and Lunch, plus training handouts. This special rate is made possible thanks to funding by a third party. (Each participant will be awarded a **Certificate of Completion** at the end of the course.)

For further inquiries, please contact:

Jeya at eHomemakers, 25A Lorong Datuk Sulaiman 7, Taman Tun Dr Ismail, 60000 Kuala Lumpur or call: 03-7726 5271

