

CREATIVE THINKING & INNOVATION

INSTRUCTED BY JOHN McCOOK

COURSE OUTLINE

•Creative Thinking and Innovation-definitions and the keys to expanding creativity in your professional and private life

This section of the course will give a general overview of creative thinking and innovation and the use of creative thinking as a key element in the development of new products and product and process improvements. The overview will focus on how to personally increase those factors that stimulate creativity and foster innovation and identify those personal and professional factors that block or reduce creative thinking as well as ways to deal with them.

•"Management" of the Creative Process: Ways to Foster or Kill Innovation

As managers, we can create an environment that fosters and accelerates innovation or one that stifles creativity. This section will give an overview of organizational behavior that encourages the creative process based on personal experience in leading creative R&D organizations as well as common characteristics of innovative organizations in various Industries.

•Creative Thinking Techniques:

- SCAMPER
- Synectics™
- TRIZ™
- ASIT™
- Brainstorming

Literally dozens of different techniques have been used to generate new ideas. A review of the more common ideation methods will be presented with an in-depth discussion of brainstorming and the Advanced Systematic Inventive Thinking method (ASIT™) with examples of how these techniques can be used to generate practical and unique solutions to everyday problems and be used to develop exciting new product concepts.

•Creative Exercises; various techniques to stimulate the creative process and generate new ideas and product options against goals

-Stage One: Using the solo brainstorming process
Each participant will be asked to generate a list of solutions to several common problems facing a large proportion of the population both with and without the use of certain brainstorming stimulus techniques presented.

-Stage Two: Group brainstorming and idea building techniques

The optimum dynamics for group brainstorming will be discussed followed by two group exercises focused on

developing innovative product concepts for a consumer product category.

-Stage Three: Using ASIT™ to Generate Product and Process Innovations

This systematic, "closed-world" method will be explored as an alternative to the open-ended brainstorming technique. Several problem/opportunities will be explored including the group use of ASIT to develop innovative concepts for existing consumer categories. The use of ASIT as a tool will be reviewed by the participants versus group brainstorming.

•The Sorting Process: techniques to identify the "best" product idea

- Building an attribute and value matrix
- Scoring and selection

This section of the course will present methods for selecting the "best" product ideas in terms of those most likely to be developed into new commercial products that succeed in the marketplace. Product ideas generated by the group exercises will be rated according to a value matrix.

•Summary – The Innovation Process: Dream, Discover, Do It

-Step One: The Dream; developing innovative product Development goals

-Step Two: Discovery; various approaches to the development process and resources available to the Cosmetic Chemist

- Internal resources: making the most of internal technical expertise, group creativity and historical data bases
- External resources: making the most of outside experts, competition, technical literature, suppliers, allied industries, internet, patent database, creative sessions, facilitators, etc.

Faced with insufficient time and resources and a typically heavy product development load, the Development Chemist of today needs to make efficient use of external and internal resources in order to convert new product concepts into viable prototypes in the shortest possible time. This section will review these resources and discuss relative value to the development process.

Summary Review/Wrap-up

A question and answer session will end the course and a recommended list of text and web references for further reading on the subjects of Breakthrough Thinking, Innovation, and Creativity will be made available to course participants

About The Instructor: JOHN P. McCOOK is CEO and founder of Discovery Partners, L.L.C., a product development, licensing and consulting company for the personal care, salon and dermatological product industries. Discovery Partners specialize in the development and licensing of Skin Treatment, Color Cosmetics, Frangrance Products and OTC Pharmaceuticals. He is a registered pharmacist with a BSC Degree in pharmacy from Massachusetts College of Pharmacy. Mr. McCook served as Senior Vice President, Research & Development for Elizabeth Arden directing worldwide Research and Product Development activities at the state-of-the-art Elizabeth Arden Research Laboratory. He was Vice President, Research Development at Mary Kay Cosmetic, Inc. Mr. McCook has held several management research and development positions at Chesebrough-Pond's culminating in Director of Int'l Research and Control. He has over 27 years with Unilever Personal Care Companies and served as a Research Chemist in the Pharmaceutical Development Group of Colgate-Palmolive Co and is a member of the CTFA and SCC. He holds several U.S. and foreign patents in skin treatment, sun care, hair care, and medical device technology.

-Course hours: 9:00 A.M. – 5:00 P.M.

-Registration includes all course materials, lunch, coffee & beverage breaks.