



Creativity & Innovation Training in SME

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Creativity and innovation management is critical for all organisations and specifically companies where knowledge creation and use is an important factor for business success. Many – especially small – businesses fail because they react only to ongoing market fluctuations and do not have the know-how to turn challenges into changes, to systematically manage their potential for creativity, to develop new approaches and practices – in short: to be innovative.

The project I-Create develops' a training programme which specifically reflects the needs of small enterprises. The fully documented training material in creativity and innovation management on the one hand reflects obstacles of small enterprises in terms of creativity and innovation. On the other hand it reflects the specific needs of small enterprises concerning training organisation. It increases the innovation capacity by targeted tools and practices which are useful also in the everyday activities. An audit tool on creativity and innovation, which is the starting point of the I-Create programme, gives the user / participant an overview about the situation, the creativity and innovation potential and detected shortfalls. SME management and staff participating will be able to identify, value and select the best means to develop, trigger and share their most valuable asset leading to innovation: creativity.

Subject of the presentation is the training approach developed within the project I-Create, which reflects the specific needs of small companies. In addition to the training programme the project also intends to publish a handbook on creativity and innovation in small companies. Basis for the development of the audit tool, the training programme and the handbook is data gathered from small enterprises in different European countries showing similarities but also differences, challenges and requirements.