

Creativity Techniques in the Training Process

Workshop

Wednesday, 2 May 2018 | 9.30am - 12.30pm



Industry Leader Development Program

The Victorian TAFE Association and the International Specialised Skills Institute (ISSI) are pleased to launch an exciting and comprehensive program of events for TAFE and VET sector practitioners on strategies and perspectives to advance Victorian VET. The program is proudly supported by the ISSI's Incoming Industry Leader Program.

This workshop is one of many that will be delivered between 23 April and 4 May. Visit the [VTA website](#) for further information.

About the facilitator

José Luis Fernandez Maure is the Head of the International Department at TKNIKA and leader of the Applied Research and Innovation Affinity Group of the World Federation of Colleges and Polytechnics. He is an International Specialised Skills Institute 2018 Fellow .



TKNIKA, one of Europe's leading VET promotional organisations, is an institute of innovation created by the Basque Ministry of Education. Its mission is to place Basque Vocational Training at the European forefront by developing innovative projects in the areas of technology, education and management. A core part of its activities is to make research and applied innovation fundamental elements of Vocational Education and Training in the Basque country.

As head of the International Department, Jose Luis leads strategies to develop and manage international innovation and mobility. He also heads the Vocational Education and Training International Basque Campus (VETIBAC), which is tasked with aiding Basque companies abroad to provide training to improve professional and personal competences.

José Luis has been a speaker at international conferences in the USA, Turkey, Canada, China, Qatar, Tunisia, Brussels, Slovenia and the Arab Emirates. He is a member of the European Executive Committee of the Transatlantic Technology and Training Alliance international network, President of Association of Professionals of Creativity and is a former Coordinator of TKNIKA UNESCO-UNEVOC centre in the Basque Country.

About the workshop

"Creativity" is not the miraculous road to business growth and affluence that is so abundantly claimed these days. And for the line manager, particularly, it may be more of a millstone than a milestone. Those who extol the liberating virtues of corporate creativity over the somnambulistic vices of corporate conformity may actually be giving advice that in the end will reduce the creative animation of business. This is because they tend to confuse the getting of ideas with their implementation—that is, confuse creativity in the abstract with practical innovation; not understand the operating executive's day-to-day problems; and underestimate the intricate complexity of business organizations.

Professor Theodore "Ted" Levitt, Harvard Business School

The workshop will tackle the issues outlined in Levitt's quote, including:

- Providing broad view on the importance of creative techniques in the learning process to foster innovation
- Outlining combination, sense perception, creativity blocks
- Discussion and analysis of the 'creative attitude'
- An exploration of key behaviour

Who should attend?

The workshop is open to TAFE leaders, policy makers and practitioners.

Where?

VET Development Centre
Level 8, 379 Collins Street, Melbourne

Registration

[Click here to register](#) or visit
<http://e.mybookingmanager.com/E3142246350862>

Registrations close 25 April, 2018.

Cost

Attendance is **FREE** and includes a light lunch.

Numbers are strictly limited, so act fast!

Enquiries

For further information, contact Arnaldo Barone at the VTA on (03) 9639 8100 or abarone@vta.vic.edu.au