

Creative Breakthrough Certification Course

Course Duration: 7 Days

Topics & Details

Introduction to Creative Breakthrough:

★ **Lesson 1: Creativity Mindset & Goal-Setting**

- Define creativity vs. innovation
- Identify and overcome common mental blocks
- Set your personal innovation objectives

★ **Lesson 2: Empathy & Problem Framing**

- Conduct empathy mapping for real users
- Craft clear "How Might We..." statements
- Review a case study to spot pain points

★ **Lesson 3: Divergent Ideation Techniques**

- Run a rapid SCAMPER brainstorm
- Use mind-mapping to expand ideas
- Host a wild-ideas pitch session

★ **Lesson 4: Convergent Thinking & Prioritization**

- Apply the Impact/Effort matrix
- Score concepts using the RICE framework
- Select the top ideas to prototype

★ **Lesson 5: Storyboarding & Concept Refinement**

- Create simple storyboards for chosen ideas
- Gather peer feedback and iterate
- Refine your storyboard into a concept brief

★ **Lesson 6: Rapid Prototyping & User Testing**

- Build a low-fidelity prototype (paper or digital)
- Plan and run a quick user-feedback loop
- Iterate your prototype based on insights

★ **Lesson 7: Pitching & Personal Innovation Roadmap**

- Craft a 3-minute pitch (hook, value, ask)
- Design basic visual aids to support your story
- Build your personalized roadmap to ongoing innovation