

# HAWORTH®

## Optimizing the Workplace for Innovation: Using Brain Science for Smart Design

(One-hour course)

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**AIA Course #: HAW814**

**IDCEC Course #: 107481**

**Subject Code: 1. Theory & Creativity / 4. Psychology**

**Designation: IDCEC: HSW; AIA: LU**

### Course Description:

It seems two very different behaviors optimize creative thinking for innovation processes: high-focus work and restorative activities. We need to experience these on our own as well as with others. If we never rest, can't focus, or don't work with each other, we miss out on finding new ideas and fail to execute them. Organizations that value and design workplaces supporting all of these activities can improve their innovation efforts simply by having more ideas to consider. Explore the growing evidence that supports this and how space design can cultivate the creativity necessary to spark innovation.

### Course Objectives:

- Learners will be able to describe the differences between creativity and innovation.
- Learners will be able to name the three neural networks most important to creative cognition.
- Learners will be able to describe key workplace design strategies that foster creative rhythm.
- Learners will be able to reference workplace design strategies that can be used for individual and group creative activities.

### Course Outline:

1. Introduction
2. Defining Creativity & Innovation
3. Creative Cognition - the Brain Science behind Creativity
4. Design Approaches for Fostering Creativity
5. Questions & Discussion