

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

## Course Numbers

AIA Course #: HAW814 - LU

Practice Management

IDCEC Course #: 107481-R1 - HSW

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

## Course Description

Two very different behaviors often optimize creative thinking for innovation: high-focus work and restorative activities. Without rest, we are unable to focus. When we lack interaction and collaboration with one another, we often miss out on new ideas and fail to execute them. Organizations that value and design workplaces supporting high-focus work and restorative activities improve employee innovation, creativity, and well-being.

This 1-hour course educates participants about the connection between space design and the capacity for innovation.

## Learning Objectives

- Understand the difference between creativity and innovation.
- Define the three neural networks most important to creative cognition.
- Describe three key workplace design strategies that foster creative rhythm.
- Explore the workplace design strategies that can be used for individual and group creative activities.

## Course Outline

1. Introduction
2. Define creativity and innovation
3. Creative cognition and the brain science behind creativity
4. Explore the creative rhythm factors that affect design
5. Design approaches for fostering individual and group activities
6. Discussion and Q&A