



## Creative Thinking

Workshop Duration: 1 Day  
Facilitation in English

### Workshop Description

No matter what organization you are in, creativity and innovation are essential factors to success. The rapid pace of change requires organizations to be more responsive in meeting client demands and changing markets. Creative Problem Solving is what is required to provide new insights and alternative solutions to challenges and situations that are encountered on the job on a day-to-day basis.

This workshop will introduce you to practical thinking tools and processes to assist in problem solving and decision making. You will learn to expand your mental capacities, improve your problem solving and decision making skills, and become more efficient and effective thinkers.

### Who Should Attend

Senior management staff, managers, employees, consultants and self-employed individuals.

### What You Will Learn

- How to identify barriers that hinder the problem solving process
- The basics of creativity, problem solving and lateral thinking
- Innovative approaches in problem solving and decision making
- How to use practical tools & techniques to generate new ideas
- Why creative thinking compliments logical/analytical thinking

### Program Topics

#### ***Incorporating creativity into your thinking processes:***

- How the brain works as an information system
- Analyzing blockages to creative thinking
- Introduction of metaphorical thinking as a problem solving tool
- Discovering characteristics of creative/innovative thinkers
- Understanding paradigms: the importance of expanding perceptions and challenging assumptions

#### ***Developing your ability to use your whole brain in thinking:***

- Exploring ways of generating new ideas using lateral thinking
- Understanding the roles of both left and right brain hemispheres in thinking and problem solving processes
- Steps in developing both left/right hemispheres of the brain
- The 5 steps in unleashing the power of your subconscious mind
- Using mind maps for recall and creative thinking



#### ***Practical applications of creativity and innovation:***

- The 6 steps in individual and group brainstorming
- Practical techniques for generating new ideas
- Contempt prior to investigation: a 3 step process in eliminating killer phrases /put downs (deferred judgment)
- Skill building tools to help develop mental flexibility
- How to use teams to improve problem solving effectiveness

#### ***Problem solving and decision making:***

- Principles of problem solving and decision making
- The 8 steps of creative problem solving : a process
- Establishing frameworks to better facilitate problem solving
- Developing the *how-tos* of effective problem solving statements
- Measuring alternative solutions against decision criteria
- Converting ideas into successful plans of action