

Problem Solving through Creative Thinking

Duration: 1 or 2 days

With the fast pace of change that affects nearly every part of business life there is an ever increasing need to solve problems in new and more effective ways. This experiential course takes delegates step-by-step through the way the brain works and how it can be trained to harness your creative side in order to find innovative solutions to issues and situations. The course starts from a process-based foundation and builds a toolkit of new thinking skills that can then be applied to practical applications so delegates will be able to use their creative ability for enhanced personal and team performance.

Who should attend this course?

Process and logically oriented individuals who want to add a new dimension to their thinking so they can use and apply creativity to more areas of their work to speed up and enhance their overall effectiveness. It would also be valuable for existing creative thinkers who wish to build on the existing capability.

Course Objectives

Upon completion of this course participants will be able to:

- Understand what creativity is and how to recognise it
- Understand their current and potential creative capability
- Identify where and when creativity can be required
- Take a significant role in brainstorming activities
- Use the model of creativity and be able to measure its success
- Apply creative thinking to tasks and achieve better results
- Demonstrate the benefits of using a range of tools to aid new thinking
- Look at problem solving in a new way to remove barriers to success
- Use a creatively based decision making process that is more effective
- Use creativity to make sure implemented solutions work across the company

Course Outline

Background and Scene setting

- Identify the ways of thinking
- What is creativity
- Where is it used
- The benefits of creativity

Measurement of Creativity

- Your natural creative style
- How creative are you?
- The creative model

Creativity in Business

- Lilly-pad theory
- Brand Workshop
- Everyday conversation
- Interviewing

Application of Creativity

- Problem Solving
- Task Management
- Lateral thinking to overcome barriers
- Teamwork and consensus

Building a new business or project

- Creating something out of nothing
- Applying rules to creativity
- And creativity to rules
- Inventing new ways to build business

Visualisation

- What it is
- How to apply it
- Where it works best

How you work best

- Your natural learning style
- Your natural thinking style
- How to harness your skills and talent

Using Creativity

- Mind-storming
- Mind-maps
- Decision making process
- Thinking outside the box
- How not to have a box in the first place