

CREATIVE THINKING (2-Day Workshop)

Using Creative Thinking To Solve Business Problems

There are two kinds of thinking:

ANALYTICAL - Through analysis of known facts where one answer can be found.

CREATIVE - Where imagination is required and many ideas are developed.

Creative Thinking is the relating of things or ideas which were previously unrelated. In practice, most problems call for a mixture of both analytical and creative thinking. Analysis of facts is followed by creative thinking to develop a variety of possible solutions. In business the key problems of getting ahead of competitors are the ones that require Creative Thinking.

Objectives:

- ◆ To understand the stages involved in the identification, analysis and solutions of problems.
- ◆ To improve your skills in generating original answers to business problems.
- ◆ To develop skills in a number of creative thinking techniques that can be used in the business environment.
- ◆ To have the opportunity to practice using these innovative approaches.
- ◆ To identify what kind of business problems each of these methods can be used for.
- ◆ To discover ways in which creative thinking can be encouraged - by involving others.

Learning Methods:

- Improvement of knowledge and skills through inputs and videos.
- Demonstration of the use of creative thinking techniques on business related problems.
- Application of skills learned, on work related problems.
- Reviewing and refining these skills.
- Detailed handouts and notes.

Who Should Attend:

Any manager or teams of managers who need to generate creative solutions to problems, develop new systems or products, or handle people problems.

CONTENTS OF THE WORKSHOP INCLUDE:

- The 7 Steps Involved in the Problem-Centred Approach.
- The Skills and Actions Associated with Each Step.
- The Use of Creativity in Problem Solving.
- Definition of Creativity.
- Left Brain/Right Brain.
- Creative Thinking Exercises.
- How to Build an Environment To Encourage Innovation.
- Barriers To Creative Thinking.
- How Individuals Can Be Creative.
- Characteristics of Innovators.
- How Analytical Thinking and Creativity can be Used Together.
- The Synectics Creative Thinking Technique.
- Attribute Listing Technique.
- Morphological Analysis Technique.
- Forced Relationships Technique.
- The Analogy Creative Thinking Technique.
- Practice of Each Creative Thinking Technique.

Number Of Delegates

Because of the interactive nature of this workshop, a maximum number of 12 people can attend the workshop.

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