Creative Thinking & Problem Solving

Effective problem solving and the generation of fresh perspectives and new ideas should not be left to chance...

FAR-REACHING AND IN-DEPTH 2 DAYCOURSE - RUN IN-HOUSE OR VIRTUALLY

KEY BENEFITS

Practical, easy to use 'toolkit' –for idea generation AND evaluation

A robust approach to problem solving that delivers workable solutions

Confidence and skills to facilitate your own creativity sessions

Improved team working, enhanced motivation and greater job satisfaction

"Strong tools to take back, very usable, and shows how we can all be more creative."

Overview of course content

This course starts with an understanding of the nature of creative thinking and a structured approach to problem solving.

Participants will learn a wide range of practical techniques to understand problems thoroughly, generate and develop new ideas and solutions, compare and evaluate solutions and then communicate those ideas effectively:

- The need for fresh thinking and the nature of creativity.
- The problem solving process.
- Discovering the real problem
- The creative process and the creative process model.
- Techniques to generate fresh thinking and new ideas.
- Running creative thinking sessions and harvesting ideas.
- Communicating ideas effectively.

A brief history...

Our popular Creativity for Logical Thinkers course has been running for many years – as has our problem solving course. We have been repeatedly asked for a course that combines the best elements of both courses – which is exactly what this course does.

Duration and format

Two day in-house course which can be tailored to meet particular needs.

Who is this course for?

Anyone who faces challenges that cannot be addressed by conventional thinking alone.
Anyone who wants to unleash their own creativity and that of others.
Managers as part of a management or leadership development programme.
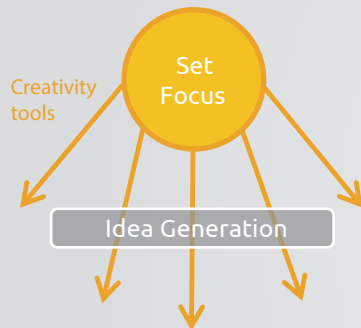Anyone who needs to solve practical problems.

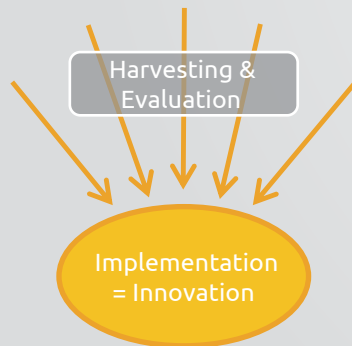en**light**en

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How do we do it?

The Creative Process Model

Creativity tools

Set Focus

Idea Generation

Ideas Pool

Harvesting & Evaluation

Implementation = Innovation

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What's it all about?

Developing fresh thinking and new ideas with hands on creative thinking tools and techniques to help fuel creativity and overcome creative blocks. This course is about understanding problems thoroughly, developing new perspectives, generating new ideas and developing practical solutions. Creativity is essential for organisations who need to achieve and maintain a competitive edge. Knowing how to consistently generate new ideas and new thinking will benefit the development of any organisation – creativity isn't just relevant; it's essential.

The workshop provides a unique introduction to how the creative process – for solving problems and generating new ideas - works. Organisations and individuals are encouraged to bring along real life situations which are tackled by a broad range of practical creative techniques which can be used in the workplace.

Why Creative Thinking & Problem Solving?

If you need to bring fresh thinking to bear on real business challenges then this is the programme for you.
• **Develop your problem solving skills** – learn how to tackle any issue you are faced with from a fresh, new angle.
• **Generate new ideas** – using the different techniques you can produce many new ideas quickly and effectively.
• **Take your business forward** – innovative thinking to develop a competitive edge.
• **Save time** – by understanding how to unleash your creativity, never again spend hours labouring over one problem.
• **Improve team morale** – if everyone has the skills to solve problems effectively

The need for creativity and the creative process

• Where ideas come from and how to create the right mindset for producing ideas.
• Why it's important to be creative at work.
• Develop an effective framework – the creative process model – for all of your creative thinking.
• Learn how to unblock your thinking and become more flexible in your approach to thinking.

The Creative Process Model and a problem solving framework

• Understand the process of thinking about the right things, generating alternatives and new ideas and then working effectively with those ideas.
• Understanding the problem and setting the right focus.
• Avoid wasting time by making sure that you are directing your creativity correctly.

Creativity techniques

• A range of techniques for generating ideas including: reversals, Mind Maps®, visual triggers, metaphors and Six Thinking Hats®.

Running sessions and harvesting ideas

• Take the invaluable skills you have learnt back with you to plan your own creativity sessions.
• What tools and techniques do you need to use?
• Discover how to capture and assess your ideas and how to deal with them.

Action Planning

• A chance to think about the skills you have learnt and how to use and benefit from them.