

Creative Thinking

*Unleashing individual and team creativity
with the complete creative Tool*



KEY BENEFITS

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

Enhance problem solving skills.

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.”

**INNOVATIVE AND IMPACTFUL 1 DAY COURSE -
RUN IN-HOUSE OR VIRTUALLY**

Overview of course content

Fresh thinking, new perspectives and great ideas are the lifeblood of all successful organisations. This course shows you how everyone can make a valuable contribution through:

- The need for fresh thinking and the nature of creativity.
- The relationship between creativity and innovation.
- The creative process and the creative process model.
- Techniques to generate fresh thinking and new ideas.
- Running creative thinking sessions and harvesting ideas.

Duration and format

One 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.

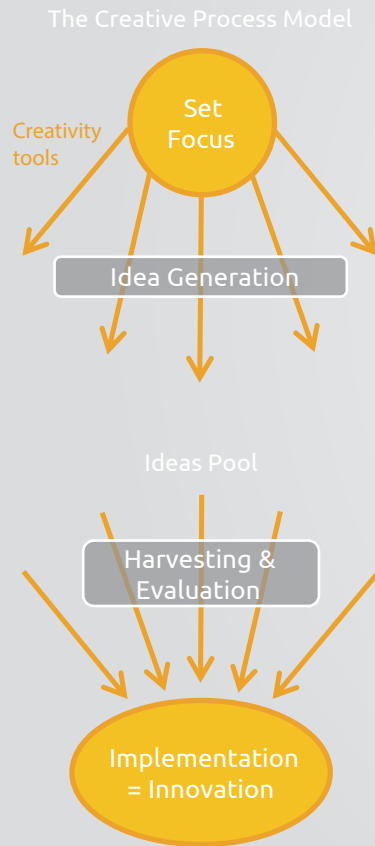
Anyone who needs to solve practical problems.



Creative Thinking

Unleashing individual and team creativity with the complete creative Tool

How do we do it?



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. Creativity at work is all about developing new perspectives, generating new ideas and solving practical problems. This is why 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 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?

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 think more creatively, you can all contribute and feel empowered.

The need for creativity and the creative process

- Where ideas come from and how to create the right mindset for producing ideas.

**INNOVATIVE AND IMPACTFUL 1 DAY COURSE -
RUN IN-HOUSE OR VIRTUALLY**

- 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

- Understand the process of thinking about the right things, generating new ideas and then working effectively with those ideas.

Set 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.

