

thevenworks

CREATIVE THINKING

FOR PROBLEM-SOLVING & DECISION-MAKING



Your introduction to our Leadership
and Management training courses,
workshops & seminars

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Thanks for downloading this information booklet — it's one of a series covering the wide range of management and leadership subjects we offer. Here, you'll find details of the objectives and programmes for this specific area

However, this is simply a guide — I'll be delighted to meet your company or organisation's defined objectives and needs — for example, by combining several key topics into a single workshop or full-length course

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OBJECTIVES

Delegates will discover how to understand, and use, the processes and actions to become a “creative thinker”; use “creative actions” for problem-solving and decision-making situations; and to encourage, expect, monitor and reward creativity in their team members



- Introduction to seminar
- Removing the myths about “being creative”
- How every person can become “creative”
- Developing powerful “business intuition”
- How to become “ideas prone” through developing this intuition, evaluating experiences, editing needs, combining options, thinking things through, finalising actions
- Developing new “thinking methods”
- Combining and refining your ideas
- Creative problem-solving and decision-making - defining the problem or decision to be made, collecting information, seeking solutions, maturing the idea, actioning the solution
- Developing “creative thinking” by opening your mind, overcoming in-brain resistance, envisioning your creative process, building a complete creative mindset
- Inspiring creativity in others
- Constructing a process for encouraging, and managing, the production of responsive advertising - using proven principles
- Seminar conclusion

PROGRAMME