

## Creative Thinking and Problem Solving training workshop – 1 day in-house only

An ideal 1 day in-house workshop on Creative Thinking and Creative Problem Solving.

Based around the 7 filters to Creative Thinking, it explores the factors that prevent you achieving break through ideas and shows you how to overcome these using practical creative problem solving techniques.

A spectrum of techniques have been selected from enhanced brainstorming to the Disney Technique. These satisfy the most rational manager and also provoke them to move out of their comfort zone. Each technique is outlined and rationally justified before use

It will be a challenging, interactive experience that provokes you to think creatively.

### Objectives

- understand what creative thinking means
- explore how we filter our inherent ability to think creatively
- apply a range of creativity techniques (logic to imagination) on your challenges
- experience practical problem solving and idea generation

### Outline

- A new perspective on Business Creativity – the Thinking Heads model
- The seven filters to Creative Thinking
- The four stage Creative Problem Solving Process - On your marks, Get set, Go! and Finish
- Expressing your Challenges as a Collage
- Reframe, Reassume and Simplify - three steps for making sense of problems
- The Art of Dumb Questions
- Overcoming interference from the left brain hemisphere
- Using mental connections to maximise idea generation
- Are you an idea generator or evaluator
- Classical Brainstorming (improved) for idea generation
- Power idea generation with the amazing Mexican Brain Wave and 635 brainwriting
- Harnessing Crazy Ideas - amazing results

- The Disney Technique - an end to end technique that moves from challenge to implemented solution
- Changing challenge perspective through guided Visualisation techniques
- Applying a Framework for effective evaluation

### Tutor Biography – David Weeks

David is a Business Creativity Catalyst. Someone who can tease out, cajole and inspire other to find that illusive, hidden idea buried deep in their brains. With a background as a pragmatic Physicist, he knows that a structured approach to idea generation is what most left-brained dominant businesses want. David has developed a unique creativity tool-kit packed with the best creative thinking tools and techniques. It transforms creativity from being a chance affair into a structured business tool.

Prior to forming M1Creativity in 2004, David was Corporate Creativity Consultant at Abbey National. There he acted as an internal provocateur, stimulating corporate creativity and innovation, using their intranet. He set up a successful Innovation Lab and was 'hands on' running Creativity Training and facilitating workshops. He uses simple models that get buy-in and fully understands the organisation cultural barriers that hinder Change. David's earlier industrial career included a spell Smith Kline Beecham, seven years as a systems engineer at ICI R & D, and developing microprocessor technology at United Glass.

He also works part time as a residential tutor for the Open University business school on their, Creativity, Innovation & Change, MBA module.

### Timings and Price

Workshop runs from 9.00-17.00. Two 20 minute breaks plus 50 minute lunch.

£1200 for up to 8 participants. Each additional participant charged at £50. Up to 16 people