

## 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

## Creative Thinking and Problem Solving training workshop – 2 day in-house only

A concentrated 2 day in-house workshop which maximises the learning process by blending the 'how to' of the creativity techniques process with an intriguing insight into how we think.

Building on from the 1 day workshop, participants practice with many more techniques and spend much needed reflection time for sustainable learning. Time is allowed for facilitating Group Creativity

### Objectives

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

### Outline

#### Day 1

- 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
- Facing Change and Priming for success
- Expressing your Challenges as a collage
- Reframe, Reassume and Simplify - three steps for making sense of problems
- The Art of Dumb Questions
- Overcoming left brain interference
- 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 brain writing
- 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

#### Day 2

- Censoring - using negative Self Talk
- Playing and getting into Flow
- Creating new products, processes or services effortlessly
- Fuel, Flexibility and Freedom - A model for creativity
- Tapping into intuition – metaphors
- Using a new start point to find elusive ideas
- Methodical checklists maximise idea generation
- Facilitating business creativity in the workplace

### Tutor Biography – David Weeks

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David's earlier industrial career included a spell at Smith Kline Beecham, seven years as a systems engineer at ICI R & D, and time developing microprocessor technology.

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.

£2400 for up to 8 participants. Each additional participant charged at £100. Up to 16 people

## Fostering a Climate for Creativity & Innovation 1 day facilitated in-house workshop

Improving your ability to think creatively only works if it takes place within a conducive organisational environment. Using a range of creative thinking techniques, this 1 day in-house practical workshop takes you through a facilitated structure to explore your organisational climate for creativity and innovation and provokes you to find ways to improve.

This workshop is only the start of the process of improving your organisational climate and can act as a springboard of activities that you initiate.

### Objectives

- To understand what a climate for Creativity and Innovation means
- To use models to explore the factors that contribute towards an ideal climate for Creativity & Innovation
- To identify the key deficiencies in your organisation climate and identify rectifying strategies

### Outline

- Introduction to the organisational climate for Creativity and Innovation
- The Situational Outlook for Creativity and Goran Ekvall's Creative Climate Questionnaire
- Using collage to represent the climate for creativity and innovation
- Using a Perception Map for assessing the Climate
- Identifying key climatic factors with Force Field Analysis
- Generating ideas to create the ideal climate dimensions
- Identifying the risks involved in modifying the climate dimensions and deriving risk-reducing actions
- Stepping into the future - what life looks like in the ideal Climate for Creativity and Innovation

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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 approximately 9.00-17.00. Two 20 minute breaks plus 50 minute lunch.

£1200. Up to 16 participants.

If pre-workshop meetings are requested additional costs will be incurred.

The client to provide venue, projector and housekeeping resources

## Facilitating Creative Thinking 1 day in-house workshop

At some point within the creative organisation you will need to steer a group from a messy challenge to a fresh, novel solution. You will need to be adept at executing techniques as well as being competent in social group dynamics. This workshop covers the theory and also gives you lots of practical experience in facilitating creative thinking.

### Objectives

- To understand the principles of good facilitation
- To be competent with the creative problem solving process
- To practice facilitating creative thinking workshops

### Outline

- What is facilitation
- Why bother with facilitation
- Content v process
- The framework of facilitation - before, during, after
- Designing a workshop using elements from the Creative Problem Solving process
- Maintaining energy
- Blending learning styles for maximum learning
- Dealing with difficult participants - dominant, quiet, argumentative
- Practice facilitation pairs - planning, running mini workshops

### Tutor Biography – David Weeks

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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 12 people

The client to provide venue, projector and housekeeping resources