

# Creative Thinking & Innovation

## Introduction

It could be time to adopt a new strategy if you find your company or organisation in a rut and unable to develop or adapt to changes in your industry or client expectations. You may come up with better answers to the issues your firm confronts by using new tactics. One such strategy is creative problem solving, a divergent thinking-focused practise.

A technique called Creative Problem Solving (CPS) helps your participants to develop fresh viewpoints and original solutions. By examining the issue differently, conventional thinking is resisted.



## Key Learning Outcomes

By the end of the course, participants should be able to:

- Describe the key principles of creative thinking.
- Transform the staff into a creative thinking workforce with focus on customers.
- Apply the various creativity tools and strategies in generating ideas and lead teams in problem solving through the Creative Problem Solving (CPS) model.
- Use the divergent tools to generate creative ideas in solving strategic problems.
- Use the convergent tools in defining the real problem and selecting the right decisions.
- Establish the key elements in inspiring and develop others in the practice of creative thinking.
- Evaluating creative ideas in the business process.

## Duration

3 Days

## Target Participants

Senior Leaders, Senior Managers, Managers, Senior Executives, Executives, Officers, Administrators, and staff members

\*For the complete course content and quotation, please reach out to us at  
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