



CREATIVE THINKING

Effective Innovation via Creative Thinking Strategies

Objective

This specially designed program is targeted at current Work Innovation Teams and Innovation Ambassadors. Creativity is norm in every aspect of life in order to assist us to discover new things or better ways of doing things. Creativity stems out from ideas, which comes as a brainchild or a flash of imagination. Although this is to be encouraged, there is also a need to control this process. Unstructured creativity will lead to an unstructured learning organization. Any creative thought process, which is discovered, should be tested in a logical rational manner before it can be imposed or disposed. This is when managing creativity comes into play. This two-day workshop will focus on how you at the pivotal level in your organization can learn how to manage creativity effectively. You should be aware of the need to be creative within the organization. You will acquire creative thinking techniques that would enhance productivity and a sense of innovation at the workplace. In this way, you will learn how to observe the creativity thought process and identify the relevant from the irrelevant creative thought processes.

Outline:

Day One:

- Understanding creativity

Learning about the concepts of creativity. The practical elements involved in creativity and feasibility of the creative thinking process

- How the human mind works to process information – a brief overview

You will learn about the various states of the human mind and how it affects the creativity process. By understanding how the mind works, you are better placed to understanding creativity and better able to control it.

- Learning to diagnose creative thought processes

This is the difficult part of the process of managing creativity. At the fundamental level, you will have to play the role of a 'doctor' to diagnose the creative thought process. Only when you have learned to diagnose this thought process will you be better able to see the feasibility of the process and manage creativity better.

The diagnostic aspect of creativity relies on the proper way to brainstorm. This involves several stages and as senior managers you will have to know them in order that you can control and manage them.



- What can hinder Creative Thinking?

Before you can become a good creative thinker you need to remove the barriers to the thinking process. There are some 'fixed' barriers that you need to remove if you want to unleash your creative thinking element. This will be revealed to you during the workshop.

Day Two:

- Identifying serious creativity and generating innovation

As change grows ever more unpredictable, creativity is rapidly becoming recognized as a core management skill. Practical creativity, i.e. creativity that can be used effectively to resolve problems and find for solution will involve a serious study and control of the creativity element. All level of staff will have to be focused enough to identify serious creativity which will involve your sense of perception and attitude.

- Initiating creativity through the SCRAMBLE approach.

This is a powerful tool to initiate the creative thinking process. Participants will be led through the SCRAMBLE technique to release their creative element. By using the SCRAMBLE technique – the participants will discover the creative problem-solving process.

- Synergising creativity with practicality of the situation

Learning to apply recognised intuition to practical situation. Learning to test your insights and opening your mind's door.

- Practical exercises to enhance the creativity and managing it

Participants will put to test the various skills and strategies thought to manage creativity. They will also learn how to create a climate for creativity

Workshop Highlights:

- Identifying your very own personal thinking pattern – 'Modality and sub-modality test'
- Identifying your thinking preference – 'Gregorc test'
- Innovating ideas – the 'Tangoes way'
- Finding out you CQ – Creativity Quotient
- Playing the Devil's advocate – negative thinking to positive action



Freewheeling the brain - Brainstorming

SCRAMBLE – your way to creativity and innovation – technique and application

A Word of Advice

This is a highly interactive and challenging workshop. Participants must be prepared to take on the challenges thrown at them. There will be group discussion and participants will be encouraged to contribute effectively to gain the maximum benefit from this workshop.

Methodology

Mini-lecture, discussion group, quizzes, role play and games on managing creativity

Award of Certificate

Certificate of Attendance will be issued to participants who have attended at least 75% of the course.

Course Date (2 days) 9:00 am – 5:00 pm

Refer to our website.

Course Fees

S\$ 380 (For SQI Member)

S\$ 420 (For Non Member)

GST is not applicable. Price is inclusive of two tea breaks.

SDF funding available for SME Only – Application via www.sdf.gov.sg

Course fees are subjected to change without prior notice.

Training Venue

Training will be conducted in SQI, 66 Tannery Lane #06-07 Sindo Building Singapore 347805

For more information, please contact

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