



Creative Business Thinking Professional Development Series

Course Content

- Creativity and lateral thinking
- Unleash those creative forces
- Personal creative thinking techniques
- Tools for Creative Business Thinking
 - 6 thinking hats
 - Brainstorming
 - Metaphors
 - Cause & effect (Fishbone Diagram)
 - Work breakdown structure
 - 5-Why's
 - Different point of view
 - Concept mapping / Mind mapping
- Working in groups for creative thinking
- Self Assessment on creativity in business

Feedback Loop

As well as extensive learning activities, participants complete a Learning Journal and a Skill Development Action Plan, maximizing the potential for learning to be applied on the job.

Together, the participant and their Manager sign-off the completion of the Learning Short-take™ and commit to implementing the Skill Development Action Plan.

Learning Short-take™ Outline

“Even if you’re on the right track, you’ll get run over if you just sit there.” Will Rogers

Within each of us there exists an infinite capacity for creating ideas and nurturing them through to innovation. However, while we are all born with an abundance of creative potential, we continually place limitations on ourselves, preventing the flow of ideas and inhibiting creativity. Creativity is not available on demand. It is a learned process. The emphasis of this Learning Short-take™ is on pragmatic tools and techniques to successfully unlock creative potential.

This Learning Short-take™ combines creativity tools with typical business scenarios to practice lateral thinking. These scenarios will help to stretch participant thinking by deliberately challenging existing perspectives and considering alternative ways of working. The Learning Short-take™ is designed for completion in approximately 90 minutes.

Learning Objectives

- Undertake a self assessment in creativity.
- List personal and organizational creative contributions.
- Choose personal creative techniques to be used in the workplace.
- Match group creativity techniques with case study applications.
- Use six thinking hats to solve a business challenge.
- Create a plan for an upcoming team meeting employing creative thinking techniques.