



## Creative Thinking

Do you want to enhance your team's capacity for creativity and innovation? Do you feel that your team's thinking and solutions could do with a creativity boost?

Training in creative thinking will teach you proven techniques to generate new ideas and establish a climate of innovation. You will discover new ways to break mental barriers, poor thinking and roadblocks – in order to improve performance, stimulate creative thinking and unleash the creative potential in yourself and the team.

### We find that . . .

*Most people think they are not 'creative'*

*In fact, everyone is!*

*Creativity is increasingly important in a highly competitive business environment*

*It is certainly not restricted to 'sales and marketing'*

*The longer people spend in one company or one job, the harder it becomes to 'think outside the box'*

*We all need techniques to keep our thinking fresh and our brain flexible*

### What do we do when asked to run a creative thinking seminar?

We first seek to establish the purpose of the event in some detail.

What are the issues leading to 'creativity' being prioritised?

What do you actually understand by 'creativity'?

Who within the organisation do you believe needs to bring more creativity to their work?

Only when we are as clear as we can be will we design the event. We will develop a programme appropriate to your needs. Most training events are one day. However this can be extended to include a creative brainstorm led by one of our experienced facilitators, focusing on a business issue or opportunity of your choice

### What we will cover - examples

- ◆ The key business principles of creativity
- ◆ Challenging your perceptions and your assumptions
- ◆ Things that help promote creative thinking and innovation
- ◆ The key principles of brainstorming
- ◆ Guidelines to creating an innovative work environment
- ◆ Real-world practice: practical things that you can do everyday

### What is the value to your business?

- ◆ Discover creative thinking methods to generate fresh ideas and solutions to business problems
- ◆ Achieve real competitive advantage by thinking differently from your competitors
- ◆ Learn techniques to enhance creativity and simulate innovation
- ◆ Enhance morale, group performance and collaboration
- ◆ Improve confidence to tackle tough challenges

### Would you like to discuss further?

Contact us on 01628 7711960 to discuss how creative thinking can be developed in your organisation.