Creativity and Critical Thinking

Program Snapshot

Creativity and critical thinking enable people to avoid common obstacles, test their beliefs & assumptions, and correct distortions in their thought processes. They gain confidence in assessing problems accurately, evaluating alternative solutions, and anticipating likely risks. Our program on Creativity and Critical Thinking equips participants with the skills and abilities to use analysis, synthesis, and positive inquiry. At the same time, it enables them to think outside the box to address individual and organizational problems. Using case studies and situations encountered by participants, we explore with them the successful models and proven methods of creative and critical thinking that are readily transferable on-the-job. Participants of our program will be able to

- Recognize the importance of creativity to improve and move beyond the obvious
- Translate abstract ideas into tangible results and learn ways to evaluate ideas objectively
- Understand the tools for generating ideas - Brainstorming (blue sky thinking), Reverse brainstorming, Sort cards or mind maps, Sticky notes/Meta-planning technique, etc.
- Identify when to use which technique for idea generation
- Understand logical v/s lateral thinking and its application
- Distinguish root causes from symptoms to identify the core problem(s)
- Reflect on their own problem solving styles & identify factors that block creative solutions
- Understand how perspectives come in to play in problem solving and how to solve the problem from a number of different perspectives
- Learn to employ critical thinking and various creative thinking techniques
- Realize the importance of reacting with curiosity rather than emotion
- Explore several models of effective problem solving & practice different problem solving tools that can be used at workplace

For Levels
Managers and Executives in Business Teams & Marketing / People in New Product Development

Duration
2 days

RAISE THE BAR

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