

„Creative problem solving”

Course description:

The training is based on creative thinking exercises in relation to specific problems in the company. The key concepts include: creativity, task, problem. The first phase of the work is to notice a problem, the next it is to understand it, then to look for possible solutions and implement them into practice. An ability to look at the problem \ "again and from the new perspective \ " without involving stereotypes and beliefs about the possibility of a solution is particularly important here. Welcome to training.

Acquired skills:

- perceiving the ability of creative thinking especially in our person
- ability to combine business with pleasure, that is, generating ideas and their implementation
- ability to generate unique, original ideas and solutions (ability especially needed for managers, coaches and staff working in area of advertisement)
- ability to use a variety of creative thinking techniques depending on the problem

Training program:

Part I: Creativity training

1. Talking about participants expectations
2. Interpersonal skills in creativity
 - Feedback analysis and creativity
 - Communicating others our vision and ideas – exercises
3. How to reduce stiffness and template thinking and start fantasy and imagination
4. Work on the motivation for creative work

5. Assessment of our own skills and capabilities
6. Raising \"creative self-esteem\"
7. Originality, flexibility, fluency – as aspects of creative activity
8. \" Distant matching\" exercises
9. Importance of relaxation in creative work

Part II: Creative solution of specific participants problems

- Determining the problem area
- Discovering the purposes
- SWOT analysis
- Central problem is dissected
- Providing information, facts clarification, redefinitions of problems
- Generating ideas
- Selecting solutions
- Evaluating solutions

Methodology:

During the training we use the following training methods:

- Survey: \"Innovation in the organization \"
- Questionnaire \"Creativity in the organization \"
- Questionnaire \"How innovative is the team \"
- Group work
- Subgroup work
- Individual work
- Power Point mini lecture
- Open discussion
- Working with the video camera and analysis of the obtained information
- Mini training films

Organizational information:

Number of training hours: 12 hours / 2days

Time of training 9:15-15:15

Place of training: Łódź, Piotrkowska 125 – KM Studio - trainings