CeDR
CORPORATE CONSULTING
198501004328 (136767-V)

PRACTICAL THINKING SKILLS FOR PROBLEM SOLVING AND CREATIVITY

DATE: *5-6 July / 1-2 November 2023*
4-5 March 2024

DURATION: *2 Days*

FEE: *RM1,100*

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

'If you are going to evolve, to survive and thrive, then you too will need to think more creatively. And you'll need to do it faster, too' - Nick Souter, Author & Creative Guru.

Creativity and innovation is our competitive edge. By and large, most people don't think they are creative. This is untrue. They just haven't been shown how to apply creative thinking principles and learned behaviors that can contribute towards an innovative problem-solving culture. New research in neuroscience suggests that the human brain can be trained to access and accelerate a vast untapped potential in problem-solving and creativity.

This program aims to take the learner each step of the way from basic techniques in idea generation from as rapid as 10 minutes, to detailed and cohesive processes to develop, refine and improve ideas.

The learner will discover that he or she can maximize their own creative thinking skills to enhance the concepts of creative problem-solving and productivity at the workplace today. A practical hands-on program, teams will be working through several practice sessions to reinforce their learning experience to prepare them for the demands of their profession.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Create new ideas for the company's products or services
- Resolve difficult situations
- Strengthen your thinking process
- Use a systematic problem-solving technique
- Use basic and structured creative approaches in problem-solving

METHODOLOGY

- Short Lectures & Interactive Role-plays: Conversation Analytic and Forum Play Methods
- Individual Reflections for Deeper Learning and Focused Action
- Group Activities and Peer Feedback for enhancing Supportive Learning
- Facilitation for Group Dynamics
- Analytical Discussions for deepening Critical & Innovative Thinking
- Audio Video Presentations for Visual & Kinesthetic Learners
- Demonstrations and hands-on applications

WHO SHOULD ATTEND

- First Level Manager
- Executive/Supervisory

FACILITATOR

May Ann Chew

She has a unique mix of corporate and training experience having worked in finance, marketing and advertising for over 20 years. She started her career with Dentsu, Young & Rubicam; an international advertising agency as an account executive and two years later, was promoted to account manager. She managed corporate accounts such as Shell Malaysia, UMW Toyota and Sogo Department Store. After mastering how advertising campaigns are conceptualised and implemented, she sought to broaden her scope to product research, brand development and marketing.

PROGRAM CONTENT

Module 1
Ideascape – How to explore your mind
- Understand the brain science: overcoming fear and barriers
- Finding the problems behind the problem
- Restating and reframing the problem

Activity 1: The Bridge Model for basic problem-solving
Final Activity Prep: Groups identify a workplace problem for idea generation

Module 2
Analytical versus Creative Thinking
- Understand Bloom's KCA ASE Essential Thinking Steps
- Convergent versus Divergent Thinking
- Applying and Combining both for a breakthrough in ideas

Activity: The Sun Diagram for Initial Idea Generation

Module 3
The Fishbone Diagram 6-Steps to Problem-Solving
- Explore the Cause and Effect Visually
- Identify the causes, factors, or sources of variation that lead to a specific event, result, or defect in a product or process.

Activity: The 6M processes focuses on true causes of a problem and not on its symptoms

Module 4
The 6-Thinking Hats – is it the right thing to do?
- Stimulate new thinking and ideas systematically using colours
- Thinking effectively and thoroughly in a detailed and cohesive way

Activity: Creativity and Innovation in Business- A Case-Study

Module 5
SCAMPER for Idea Refinement
- Asking the right questions to develop, refine and improve ideas
- The Relationships to: Substitute, Combine, Adapt, Magnify and others

Activity: Using each of the seven prompts of the 'SCAMPER' mnemonic

Module 6
Creativity at Work: Working on a Workplace Situation
- Groups continue to brainstorm the creative techniques to present ideas

Module 7
Summarize Key Ideas & Principles
- Revision – Key Principles
- Putting It All Into Practice
- Presenting Solutions from the final activity

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 1 (*continue*)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 3
		End of the day

Day 2

9:00am	- 10:30am	:	Module 4
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 5
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 6
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module 7
			End of the day