

ADVANCE BRAINSTORMING & MIND MAPPING FOR MANAGEMENT DECISION MAKING

DATE: 25-26 May / 4-5 September 2023
8-9 January 2024

FEE: RM1,350

DURATION: 2 Days

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

We use our decision making skills to solve problems by selecting one course of action from several possible alternatives. Decision making skills are also a key component of management skills. Here, we will be presenting some powerful ideas how we can use Mind Mapping for Brainstorming, creativity in generation of ideas, decision making, simplifying complex tasks and assisting in Problem Solving.

Decision making for managers or team leaders can be hard. Almost any decision involves some conflicts or dissatisfaction. The difficult part is to pick one solution where the positive outcome can outweigh possible losses. In this course, we use Advance Brainstorming and Mind Mapping techniques to break- down the process of effective decision making from both a business and personal perspective. The Mind Map discusses the barriers to effective decision making, examines the formula that all great Decision Makers utilize, and delves into the 6 step process that will enable you to make good decisions far more quickly and easily. In addition, the Mind Map presents the Do's and Don'ts of decision making that we must all keep in mind.

You will discover all this and more within the Brainstorming & Mind Mapping for Management Decision Making course.

LEARNING OUTCOMES

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

- Recognize the difference between left and right-brain **thinking**
- Creativity and Idea Generation approaches
- Describe techniques and tools that will enhance creativity for leaders
- Use proven techniques of mind mapping and whole brain thinking to facilitate brainstorming and effective idea generation
- Brainstorming for Creative Problem Solving Method
- Understanding Your Preferred Thinking Approach
- Overcoming Obstacles in Problem Solving via Reversal Techniques
- Communicate abstract concepts and selling ideas effectively

METHODOLOGY

- In this experiential training, the training facilitator adopts a coaching and facilitative approach. It is very important to engage the participants in reviewing their own outcomes in management decision making or problem solving.
- The activities are designed to illustrate key issues or challenges that the participants are facing in making decisions and problem solving by using NLP tools to create illustrations and activities such as role plays, mini quiz, mind exercises, group discussions, brainstorming and mind-mapping.

- WHO SHOULD ATTEND**
- Mid/Senior Level Manager
 - First Level Manager

FACILITATOR

Daniel Wong

He has more than 28 years experience in the corporate world, out of which 16 years has been spent on coaching and training: Teaching Management & Leadership skills, Team Building and Communication Skills - training Companies and individuals on Sales & Marketing, Course Consulting, Neuro-Linguistic Programming (NLP) and Sub-conscious learning skills. And in the process, continually coaching and motivating all his students, staffs and associates to learn, grow and expand their personal paradigms and horizons.

PROGRAM CONTENT

Module 1

Introduction

- Overview of Creativity
- Changing Amount of Individual's Creativity
- Creative Thinking is Both a Mental and Physical Activity
- Creative Thinking Tools and Techniques

Module 2

Right Brain! Left Brain! Brain Sprain!: Understanding Your Preferred Approach

- This unit begins with a brief introduction to the physiology of the brain and its impact on thinking. Participants will discover the difference between right-brain and left- brain thinking and assess their preferred approach to processing information. And also how our physiology affects our psychology in the mental processes.

Module 3

Understanding Your Preferred Thinking Approach

- This unit begins with a brief introduction to the physiology of the brain and its impact on thinking. Participants will discover the difference between right-brain and left- brain thinking and understanding productive thinking methods. Assessing their personal preferred approach to processing information via visual, auditory or kinesthetic means. And also how our physiology affects our psychology in creative mental processes.

Module 4

Stimulate Innovation With Effective Brainstorming

- Use the Idea Blizzard to enhance spontaneity of thinking, build excitement & energy flow. Learn how to encourage everyone in your team to contribute. Tips to successful brainstorming via freewheeling, piggybacking and clarifying.

Module 5

Thinking Patterns that help Generate New Fresh Ideas

- Exploring new ideas, learning to think in terms of possibilities, looking at things holistically, being the Idea Artist, combining, fermenting and percolating ideas methodically exercising the power of imagination and visualization to raise to new levels of idea creation.

Module 6

Overcoming Obstacles in Problem Solving and Creativity

- Identify Creativity killers in your office. Use highly effective Reversal Techniques in Brainstorming – Reverse Brainstorming and Star-busting techniques to quickly arrive at possible solutions to difficult or complex problems.

Module 7

Visual Diagramming For Effective Communication and Selling Ideas

- What makes a good diagram work. How to present information for lasting impact. Express complex arguments & abstract concepts as diagrams. Make diagrams represent shared understanding to sell ideas and concepts effectively to clients or senior management.

Module 8

Beyond Brainstorming: Creative Problem Solving Method

- This segment uses advance techniques of assessing our right brain for enhanced idea generation in creative thinking and focuses on a process of solving business problems delving on the six specific steps: objective finding, fact finding, problem finding, idea finding, solution

finding, and acceptance finding. When used properly, this method can significantly reduce the time required to discover an innovative and sound solution.

PROGRAM SCHEDULE

Day 1

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

Day 2

9:00am - 10:30am	:	Module 5
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 6
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 7
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 8
		End of the day

