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## **Creative Thinking**

### **A two-day programme**

In the West, the early Greek thinkers have dominated our thinking and have locked us into a rigid method of patterning, which is exactly how our brain works best. Once locked into a pattern, it is almost impossible to get away from it. Our method is to show how lateral thinking and parallel thinking can help to break the patterns and we show you how to improve your thinking processes. A good definition of creative thinking is, “The relating of things or ideas that were previously unrelated.”

### **Key elements in creative thinking**

Creative thinking is giving one's self permission to range far and wide over the problem thinking of as many possibilities as you can. The key element of creative thinking is that the facts are usually there for everyone to see, the trick is making the connections. For example, the movements of the moon, and the rise and fall of the tides at sea are facts from antiquity. It was however, only in the seventeenth century that the astronomer Kepler connected these two apparently unrelated facts, and 'discovered' that the moon controlled the tides.

The first step is preparation, this means assembling all the facts about the problem and defining it carefully, this is a very difficulty, as we have to make sure we interpret information correctly, check it is complete and timely etc. Having done the information checking, we set about looking at the problem from all angles and restating our definitions. We may indeed alight on a solution at this stage, if we are lucky. Effort is the next stage where the ideas begin to flow and at which point we suspend judgement on all ideas put forward. We register all ideas without comment except to add or enhance them, no criticising. The next step is incubation, this is where you leave the problem for a while, and you get on with other things. You often find when you go back to a problem you have a whole string of new ideas as your subconscious has been working all the time. A good example is the old saying, ‘sleep on it’; you often wake up refreshed and full of new ideas. Incubation leads by insight the ‘Eureka’ feeling when the penny drops, that flash of inspiration. The final stage is evaluation; this is where we reinstated judgement to the problem and critically examine and challenge these new ideas. Ideas are excluded which we show are illegal, unethical, and impossible.

### **The programme enables participants to:**

- Understand the limitations of the way thinking has developed.
- Move into using different types of thinking.
- Apply creative thinking to business problems.
- Understand how they must change their approach to thinking.
- Develop thinking exercises to keep themselves alert to new concepts and ideas.

### **Learning outcomes**

Understanding the importance of creative thinking is the first step to being able to make a start at innovation. Each person will understand the benefits and be able to adapt the ideas so that they work for them. This improved thinking method will generate a more professional image for you and your team, and you will create many more new and exciting ideas.

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## **Programme Agenda**

### **The relating of things which were previously unrelated**

Creative Thinking and Brainstorming  
Western thinking  
The thinking method  
The endless search for truth

### **Logical thinking**

Patterning  
Have we got the right equipment?  
What we want to believe  
Reinforcement  
Selective perception  
Socrates boxes

### **A guide to parallel thinking**

Problem solving  
Brainstorming  
Introducing brainstorming  
An example of brainstorming

### **Typical delegates are:**

All people who plan change to the business processes, and who are looking for ways to improve their effectiveness in supporting business innovation. The use of creative and parallel thinking aids those who wish to deliver a greater contribution to their organisation.

### **Special feature - IDON'S for thinking**

This idea for improving the thinking processes comes in both a manual and a computer variant. The manual version comes with a magnetic board and magnetic discs and is available as computer software. The basic idea is to look at problems via their causes and effects and to visually link these attributes so that unrelated connections can be made and innovative solutions developed by group analysis. The product uses colour and graphical images to achieve its objectives. It is an excellent tool for group brainstorming exercises. We provide training in the use of this technique as part of the programme.

### **Critical thinking**

The needs of education  
Involvement and contribution  
Emotional satisfaction  
Achievement  
The ease of criticising

### **Creative thinking – barriers**

Lowering the barriers  
Creative thinking  
The five stages of creative thinking  
Parallel thinking  
The six hats method

### **Other types of creative thinking**

Synectics  
Attributable listing  
Forced relationships  
Morphological analysis  
Reverse brainstorming  
Checklists