



OXBORROW CONSULTING

Creative Thinking for Problem Solving

Creativity flourishes in times of chaos and economic uncertainty because we are forced to look at new solutions to old problems. So here's an opportunity to learn how to take advantage of our changing times and make them work for you.

Techniques used by creative geniuses like Einstein are explored. The training will demonstrate how some of the world's most innovative leaders are applying these techniques to solve present day problems and develop new products and inventions.

This training is based on the fundamental principle that there is unity in the world...everything is connected somehow, enabling one to see patterns, principles and relationships based on cause and effect. To discover these connections you will learn to use the creative techniques practiced by the geniuses. These include imagery, metaphor and analogy.

Learning Objectives - At the end of this training participants will be able to:

- State the differences between right brain and left brain thinking
- Convey left brain and right brain functions used in problem solving
- List three ways that anyone can use to increase their creativity
- Describe the common traits of geniuses/creative thinkers
- Name some creative techniques to use in problem solving
- Identify and eliminate assumptions that impede problem solving
- Approach problem solving in a creative way using imagery, metaphor and analogy

Training Outline

- Left brain and right brain thinking
- Examine what gets in the way of participants' creativity
- Personality traits of creative thinkers
- Definitions of creativity and imagination
- Ways to increase your creativity
- Where famous inventors got inspiration for their ideas
- The geniuses' approach to creativity
- Creative techniques to explore
- Identify a problem and apply creative techniques to begin solving it

