Unlock your creative thinking

Creativity comes more naturally to some people than others. Too often those less gifted are quick to label themselves as 'not the creative type' and, in so doing, stifling their creative potential. With the right environment and stimuli, everyone has the capability to develop new and innovative ideas.

The objectives of this bite are to help participants:

* Create an appropriate environment and context for encouraging creativity
* Understand the key limiting beliefs and behaviours that stifle creativity
* Better appreciate the process by which new ideas come about
* Apply different tools and techniques to stimulate new ideas

We review the conditions and attitudes that can make for a creative or a 'creaticidal' environment and discuss the thinking habits that can encourage or stifle creative thought processes. Participants explore the dual roles of hard and soft thinking (i.e. rational and conceptual) in developing new ideas and practise a series of techniques, such as Brainstorming, Random Images and Words, Idea Incubation and de Bono's Thinking Hats to generate and evaluate ideas.

Available e-Learning modules to create a blended learning programme for delegates

* M175 The five secrets of creative minds
* M176 Improve your team's creativity

Date

16-Nov-2016

Expert

Kevin COTTAM

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"Creativity is just connecting things. When you ask creative people how they did some- thing, they feel a little guilty because they didn' t really do it, they just saw something. It seemed obvious to them after a while. That' s because they were able to connect experiences they' ve had and synthesize new things.

- Steve Jobs