



# Creative Thinking Skills

## 1 day introductory course

Develop your **creative thinking skills** and take a fresh approach to your organisations problems.

Use them for service improvement, marketing, product development, improved customer service and much more.

Learn how to think up new ideas whenever you need them!

**This course is for everyone regardless of how creative you think you are.**

We rarely stop to think about *how we think*. It's something most of us take for granted. However, the way we think affects how we deal with problems and respond to everyday situations. Most of us fall into a set pattern of thinking. Creative thinking is about learning to step outside these patterns and to think differently.

This one day course will introduce you to tools and techniques that will help you 'think outside the box' or creatively. Use them alone or within a group.

### Objectives:

- explore and develop your understanding of creativity and innovation and how it applies in the work place
- identify and overcome barriers to creativity and unlock your creative potential
- confidently use a range of creative thinking tools to develop out of the box ideas
- learn how you can cultivate a more creative mindset



*"Good balance of theory and practical. Excellent delivery."*

*"Excellent session, well organised, interesting, engaging, fun and informative."*

*"Massive help, stimulated fresh ideas, new approaches to challenges using SCAMPER and Solution reversal"*

MDG Part of the Capita Group

### How will this course benefit you?

You will have

- the confidence and ability to contribute creative ideas to any business problem or issue
- creative thinking skills to generate new ideas for service or process improvement, marketing campaigns or new products and services
- the ability to lead creative thinking sessions and wow your peers!

Book this course for your team and use it to work on your current issues.

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[www.thecreativethinkingcompany.co.uk](http://www.thecreativethinkingcompany.co.uk)