



# CREATIVE THINKING & INNOVATIVE STRATEGY

Proven strategies to improve  
decision-making, solve problems,  
foster innovative ideas  
and strengthen leadership.

## Program dates

March 24-26, 2003

June 2-4, 2003

**Fee:** \$1,875 US

Includes program fee, taxes, educational materials and learning tools, coffee breaks and lunches.

## Register early

To ensure an optimal learning experience for our participants, many of our seminars are limited in size. Please register early to guarantee your seat.

## Register a Colleague and save!

Once five participants from the same organization have completed any of our seminars in the same academic year, the sixth participant attends for free!

## Register by:

Telephone: (305) 284-2513

Facsimile: (305) 284-4780

Email: [dgreen@miami.edu](mailto:dgreen@miami.edu)

## Mail:

University of Miami  
Executive Education Center  
School of Business Administration  
5250 University Drive  
P.O. Box 248084, Room # 337  
Coral Gables, FL 33124-6539

## Further Information:

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[www.mindrange.com](http://www.mindrange.com)



*"This course demonstrated to me that we all have enormous potential to be creative, we just never applied it. Very thought provoking and can be applied to any industry or occupation."*

Harold Riley – Export Development Corporation

## Overview

Creative management thinking has become a core leadership competency in most organizations. Managers are expected to be creative planners, problem-solvers, decision-makers and innovators of new products, services and business practices. In a recent American Management Association survey of 500 CEOs, published in the Financial Post, the majority ranked creativity and innovation as the most important factor for corporate success in the 21st century.

In this highly rated seminar, you will discover that creativity is a skill that can be learned. You will break through your perceived limits as a manager or professional and develop the ability to find practical and profitable solutions to everyday business challenges. You will learn problem-solving methods that can be used to resolve minor issues such as diverging goals between departments – as well to address major crises, like the loss of a key customer account or major source of revenue. Thinking techniques will be explored which enhance the creative potential of work-groups and spur innovation at companies like 3M, Pfizer, and IBM.

## Key Concepts and Takeaways

You will learn the creative insights, tools and techniques used to:

- Solve minor and major issues and problems in your organization;
- Challenge assumptions, generate alternatives and change perceptions;
- Apply creative thinking in new product development, marketing strategies, quality programs, customer service and organizational conflicts;
- Promote efficiency and effectiveness in strategy meetings;
- Create a business group or organization, which fosters innovation.

## Who should attend

Whether you're in finance, production, marketing, sales, human resources or information technology:

- If you're constantly under pressure to come up with better solutions;
- If you would like to improve your leadership skills as a manager;
- If your competitors are coming up with answers your company could have implemented;
- If your work-group is "blocked" and not performing to its full potential.