

# CREATIVE THINKING & INNOVATIVE STRATEGY

Proven strategies to solve problems, improve decision-making, foster innovation and develop effective leadership.

*"A tremendously practical course for anybody who wants to learn to think better and differently. This should be a standard part of any management curriculum."*

-Kathy Mosher, Canadian Depository for Securities Inc.

*"I never realized how simple creative thinking is...a most thought provoking and enlightening programme that "teaches old dogs new tricks."*

Robynn Bowe-Robert - Executive Assistant to the Minister, Bahamas Ministry of Tourism

## PRESENTED BY:



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

## PROGRAM DATE

Sept. 5-6, 2007

**British Colonial Hilton Hotel  
Nassau, Bahamas**

**Time:** 9:00 am to 4:30 pm

**Fee:** US\$850

**Includes program fees, educational materials, coffee breaks and lunches.**

**Register a colleague and save!** 10% discount for two or more participants from the same organization.

## Further Information &

### Registration:

**Stephanie Missick-Jones**

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## OVERVIEW

Most executives realize that to compete in today's business environment, innovation must be a priority in their organizations. Yet, few know how to create an innovative workplace. These three days will develop every manager's ability to find practical and profitable new solutions to their business challenges. Thinking techniques will be explored which spur innovation at companies like *3M, Merck, IBM* and *Air Canada*, and triple, even quadruple the output of smart business solutions. Equally important, this seminar presents methods to enhance the creative potential of work-groups and even grasp the thinking processes of competitors.

## Key Concepts and Takeaways

Participants will learn the creative insights, tools and applications needed to:

- Develop skills in problem solving & creative thinking.
- Challenge assumptions, generate alternatives and change perceptions.
- Use creative thinking in new product development, quality programs and customer service and managing change.
- Create an organization, which encourages innovation.
- Promote groups and teams to think more effectively in less time.
- Develop their Emotional IQ.

## 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 your competitors are coming up with answers your company could have implemented.
- if your work-group is "blocked" and not performing to its potential.

This two day seminar can provide insight into solving these challenges.

# PROGRAM CONTENT

Learn creative thinking techniques you can load and run, like software, whenever you need them. Individual and group exercises help you understand how to apply these skills and your “The Action Plan” will enable you to implement this new knowledge into your workplace.

## DAY ONE

### The Basis of Creative Thinking: an ‘Owner’s Manual for the Mind’

- The fundamental principles explaining creativity.
- Broadening fundamental awareness – why and how.
- The ten blocks that stop individuals and organizations from having new ideas – and how to overcome them.
- The Immune System of the Mind ©(ISM).
- Why do our brain processes make creativity difficult?
- ‘Right-brain’ and ‘left-brain’ thinking.
- The different types of thinking processes and when to use each.
- How logical and creative thinking enhance each other.
- Why creativity is vitally important for effective thinking.
- The benefits of improved thinking – our greatest under-developed resource.

### Improving Thinking Skills

- Thinking as a skill – maximizing your greatest asset
- Broadening creative thinking techniques to improve thinking performance
- The characteristics of the ‘smart organization’
- Multiple Intelligences (M.I.) – Howard Gardner’s theory
- of eight different types of intelligence
- I.Q. and thinking – the pitfalls of intelligence
- Five drawbacks of conventional thinking
- EMOTIONAL IQ
- How the mind processes information
- Six essential types of thinking
- Five stages of the creative thinking process
- ‘Mental Mapping’ techniques for note-taking, planning
- and for developing and organizing ideas
- The A-B-C-D-E© Process

## DAY TWO

### Methods for Increasing Thinking Ability and Creative Ability

- The MindRange® Program –“software for the mind”
- Expanding awareness: processing ideas, considering effects, options and others’ perspectives
- Creative thinking: techniques for discovering and challenging assumptions, generating alternatives and changing perceptions
- The principles of creative thinking
- The Spectrum technique for going beyond judgement
- Applying seven key creative thinking techniques to problems and opportunities
- Alternatives to your brain’s ‘accept/reject’ system
- Using symbols and non-verbal images

### Brainstorming

- Seven rules for effective brainstorming
- Focused targeted brainstorming
- How best to use groups and teams to think more effectively in less time
- Using MindRange® techniques

### Workable Applications of Creativity and Thinking Skills

- Methods for translating thinking into action
- The role of creativity in planning, solving problems, decision making and evaluation
- Organizing creativity in the organization: creating, nurturing and applying new ideas
- How to use teams to improve thinking and creative effectiveness
- Creativity and the entrepreneurial executive
- Allocation of time to creativity
- How creativity training can greatly enhance Quality and Excellence programs
- Planning and adapting creativity to your needs
- Your own plan of action: a plan which you will bring back to your work setting, which integrates your knowledge and implements the solutions you’ve developed

## **SEMINAR LEADER: FRED ROSENZVEIG**

**Fred is President of the Institute for Thinking Development in Montreal ([www.mindrangecom.com](http://www.mindrangecom.com)) an international consulting and training group. For 20 years, Fred Rosenzveig has honed his own creative skills as a leading management consultant and trainer for private and public organizations worldwide. Some of his (repeat) clients include Ericsson Research, Alcan, Pfizer, Abbott Laboratories, Radio Shack, Verizon, Merck, and IBM. For over 15 years, he has been the primary thinking skills resource for the International Executive Institute at McGill University in Montreal. His programs are also offered by the University of Miami School of Business and Division of Continuing & International Education. Fred is a frequent keynote presenter on creativity for corporations and professional conferences.**

