

Creative Thinking & Innovation

Seminar Leader



Fred Rosenzweig

Fred Rosenzweig is President of The Institute for Thinking Development in Montreal, (www.mindrangle.com). He consults and conducts programs on innovation for private and public organizations worldwide, including *Ericsson, Alcan, Air Canada, William M. Mercer, IBM, Merck Frosst, Nortel, Bell Helicopter, Pfizer, Radio Shack, Edward Jones*, and *TELUS Corporation*. Fred leads seminars at McGill University, Queen's University and the University of Ottawa.

Overview

Creative management thinking has become a core leadership competency in most organizations. Managers and professionals 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 leader 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.

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

Program Content

Learn creative management thinking techniques you can load and run, like software, whenever you need them. Individual and group exercises will help you understand how to apply creative thinking skills and your generated action plan will enable you to implement this new knowledge into your workplace.

Day One

The Nuts and Bolts of Creative Management Thinking

- The fundamental principles of creativity
- Why do our brain processes make creativity difficult?
- The Immune System of the Mind® (IFTD) – learn how to stop censoring new ideas
- Overcome the ten blocks that stop organizations from having new ideas
- ‘Right-brain’ and ‘left-brain’ thinking
- Different types of thinking processes and their applications
- How logical and creative thinking enhance each other
- Creativity – vital for effective management thinking
- The benefits of improved management thinking

Think Better, Manage Better

- Management thinking as a skill – maximize your greatest asset
- Essential types of thinking
- Drawbacks of conventional thinking and the pitfalls of intelligence
- Multiple Intelligences (M.I.) – the eight types of intelligence and their importance
- Emotional IQ: How emotions affect our perceptions, thinking, and actions
- The 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® (IFTD) – a flow chart for problem-solving and generating new ideas

Day Two

Problem-Solving and Thinking Outside the Box

- The MindRange™ Program – “software for the mind” to improve planning, decision making, problem solving, & creativity
- Process ideas, generate options, consider effects and assume others’ perspectives
- Discover and challenge assumptions, generate alternatives and change perceptions
- The Spectrum technique- move beyond judgement
- Alternatives to the brain’s ‘accept/reject’ system

Brainstorming

- Rules for effective brainstorming
- Focused, targeted brainstorming
- MindRange™ techniques to improve team thinking in less time

Day Three

Implement Creativity and Thinking Skills in the Workplace

- Methods for translating management thinking into action
- Organizing creativity in the organization
- Allocation of time to creativity
- Creating, nurturing and applying new ideas
- Creativity and the entrepreneurial executive
- Creativity training to enhance Quality and Excellence programs
- Planning and adapting creativity to needs

Preparation of Action Plans

Participants will generate an action plan to transfer their new thinking skills, into their work environment.

Program dates

4–6 November, 2002
30 April – 2 May, 2003

Time: 9:00 am to 5:00 pm

Fee: \$1800.00

plus applicable taxes. Includes program fee, all educational materials and learning tools, continental breakfast, 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 place.

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:

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