

# Creative Thinking in Business





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## Inspire and facilitate creative thinking in your team and organization.

Have you had difficulty integrating creative thinking and solutions into your organization's culture? Do you or your colleagues feel a lack of confidence when it comes to creative output? Could fostering creative thinking help you and your team achieve better results?

Attend this intensive 2-day creative thinking training programme focused on practical learning, designed and facilitated by business people that understand your challenges and will guide you to find effective solutions.

### Your immediate takeaway:

- Learn proven creative thinking techniques that can help you generate new ideas and develop a blueprint for establishing a climate of creativity at work
- Discover new ways to break through mental barriers, "in-the-box" thinking and frustrating roadblocks
- Dispel widely held myths about creativity
- Get techniques to improve performance, stimulate creative thinking and unleash the creative potential in yourself and your team

This creative thinking training programme combines proven-by-practice methods with new insights and ideas that will grow your creative thinking skills. You will gain a wider perspective of creative processes through breakout sessions, exercises, and case applications.

## Who should attend?

If you are a manager, team leader, director, project manager, supervisor, or professional who participates actively or has influence over the creation, adoption and execution of new products, services and processes, this programme is right for you.

**"The things we fear most in organizations—fluctuations, disturbances, imbalances—are the primary sources of creativity."**

*Margaret J. Wheatley*



# How you will benefit

## How will you benefit?

After participating in this programme, **you will grow your creative thinking skills & competencies and be able to:**

- Develop a mindset that facilitates creative thinking
- Stimulate your own ability to ideate by mastering creative thinking techniques
- Understand how to turn ideas into new solutions, processes or products
- Remove individual and team roadblocks to generating ideas
- Create a motivational climate that stimulates creative thinking
- Master techniques for managing creative people

**During the programme you will:**

- Network and learn with a diverse group of peers from different industries and countries in an international environment
- Develop a personal action plan to implement back at work
- Learn and practise new skills using real-business-world examples and exercises over 2 interactive days

## Why participate in an MCE programme?

### TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Training Programme.

### PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

### FACILITATORS

MCE's Faculty are experts in their field with extensive international corporate business experience.

### INTERNATIONAL

Share international best practices and network with peers from across EMEA region.

### RECOGNISED

MCE is the leading International Management Development provider in Europe, Middle East and Africa.

### RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

# What will you learn and practise?

Creative Thinking in Business is a 2-day hands-on training programme, highly interactive with exercises and role plays. The programme will be led by an experienced facilitator with former management experience in international companies.

## Creative Thinking in Business Programme Outline:

### Learning Objectives

- Understand the brain functions associated with creativity
- Achieve the mindset that facilitates creative thinking
- Practise creative thinking techniques that stimulate ideation
- Practise creative "Doing" techniques that implement ideas
- Understand the creativity-to-innovation process
- Gain awareness of personal creative abilities
- Recognise the features of creative teams
- Practise techniques to manage and inspire creative people

### About Creative Thinking

- Understand the brain functions associated with creativity
- Describe the relationship between creativity and creative thinking
- Debunk myths about creativity
- Identify areas where you can apply creativity

### Your Creative Abilities

- Identify your creative thinking talents
- Value your creative strengths and recognise your shortcomings
- Gain an appreciation for the talents of others and their contributions

### Creative Thinking Techniques

- Understand the mindset most conducive to creative thinking
- Practise analogical and disassociational creative thinking skills
- Reflect on real work situations in which the various creative thinking skills are relevant

### Creative Thinking Techniques

- Apply creativity across business functions
- Apply creativity to problem solving
- Understand challenges for innovation and teamwork

## The Creativity-to-Innovation Process

- Understand the spectrum of innovation, from incremental to breakthrough
- Be aware of the five phases of the creativity-to-innovation process
- Practise the creative thinking skill of crafting a compelling narrative
- Apply the skill of crafting a narrative to a business idea

## Creative Teams

- Recognise the Difference Between a Team of "Creatives" and a Team That Needs to Be Recognised
- Understand the four paradoxes of creative teams
- Practise putting together a creative team
- Practise facilitating a creative team meeting

## Enabling Creativity

- Understand how to motivate yourself and your employees to be more creative
- Ensure that motivated employees are enabled to exercise creativity
- Finalise an action plan for integrating more creative thinking in your business

## Booking details

 **Duration** 2 Days

 **Price** €1,950



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

## Register Now

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