CREATIVE PROBLEM SOLVING & DECISION MAKING

Apply the creative process for generating effective solutions and making faster decisions

15 - 16 November 2018 • Sydney

Key Learning Objectives

- Describe the key principles of Creative Problem Solving & Decision Making
- Apply the various creativity tools and strategies in generating ideas and lead teams in problem solving through the Creative Problem Solving (CPS) model
- Use the divergent tools to generate creative ideas in solving both strategic and operational problems
- Use the convergent tools in defining the real problem and selecting the right decisions
- Evaluate creative ideas in a decision-making process
- Make practical and feasible decision
- Present and sell the ideas persuasively

ABOUT THE COURSE
This course focuses on how to enable you to recognize your preferences for different aspects of the creative process when solving problems. It helps you to realize how people interact when solving problems and to become more participative in generating effective solutions and making fast decisions.

The FourSight Thinking Profile is an assessment tool that measures your preference for each of the four thinking stages that are essential to innovation: clarify, ideate, develop and implement. The profile shows you how, as an individual or as a group, like to go about solving problems or tackling challenges. Once you know your thinking preferences, you can be:
1. More strategic about how you problem solve
2. More conscious about how you collaborate, and
3. More deliberate about how you innovate

TRAINING METHODOLOGY
The learning approach is based on the adult learning methodologies where groups of 5-6 members will be set around the class. The participants will bring in their problems for discussion within the organization’s context and they will also learn to facilitate the team’s creativity & decision making process.

- Short Lectures
- Role Play & Reality Simulation Activity
- Individual Reflections and Group Activities
- Group Discussions

WHO SHOULD ATTEND
Officers, executives and anyone who lead and manage changes, coordinate workflow, solve problems creatively and make decisions either in team meetings, discussions and project management.

Would You Like To Run This Course On-Site?
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EXPERT COURSE INSTRUCTOR
Alex Ow is known for being a Creative Strategist. He is well recognised for his innovative approach and creative ideas in helping individuals, teams and organisations to unleash their creative attribute. Using the world re-known LEGO Serious Play methodology and FourSight Creative Thinking System, Alex as a certified instructor has the unique ability to engage learners and inspire them into creating their own relevant learning journey which translates into a high-performance team culture. He started as the first independent certified de Bono consultant in Malaysia. Now, he is in the mist of building up the de Bono network in Australia/NZ.

Given his vast experience over decades in the field, he had undertaken over 1000 training sessions, trained more than 30,000 people and carried out various leadership and capability consulting assignments throughout Asia and Australia/NZ. With over 20 years of extensive training and consulting experience, he has worked with large organisations, public listed companies, SMEs, universities and government departments & agencies. His experience in facilitating cross-culture audience in various countries has given him the niche in international business skill.

Alex has worked as an education designer and has experience in designing and implementing Leadership Capability Framework using education technology and pedagogy. He is skilled in capability analysis, custom-designed programs and has facilitated in a change of creative & innovative work culture. Being a seasoned trainer and consultant he takes a pragmatic approach in capability development projects. Coupled with his accreditation as a ROI professional, he has assisted many organisations in measuring training outcomes, impact and evaluating Return of Investment (ROI) program.

He holds a PhD in Continuing Education and his thesis is on the “Influence of personal preferred creative problem-solving style and organisational creativity factors on types of lateral thinking”. His research interest is in Breakthrough, Creativity and Disruptive Innovation. In addition, he is a graduate in Master in Business Administration (MBA) degree & also an Associate member of the Institute of Chartered Secretary & Administrator (ACIS), UK. Alex is also an experienced VET trainer & assessor and has a Certificate IV in Training and Assessment, Frontline Leadership and Human Resources. His academic background has helped him in data analysis, interpretation and providing solutions in business process improvements. He ingeniously use “Game storming” strategies to energise the team members, putting ideas across persuasively using the visual diagrams.

Also to his credit, he has written several books, had a number of radio and television appearances and numerous articles published in various newspapers and periodicals that are related to creative thinking and innovation.
 MODULE 1: Understand the Thinking Process
- Difference between Thinking, Creativity and Innovation
- Style of problem solver (Clarifier, Ideator, Developer and Implementor)
- Ground rules for Divergent and Convergent Thinking
- FourSight Thinking Profile - Preference style of problem solver (Clarifier, Ideator, Developer and Implementor)

 MODULE 2: Understand the Creative Problem Solving (CPS) Process
- Explore the Challenge (Identify Goal, Wish, and Challenge)
- Generate Ideas (Idea generate tools)
- Prepare for action (Select & Strengthen solution & Plan for action)

 MODULE 3: Creative Thinking Skills (Tools for Diverging)
- Brainstorming
  Case 1: Brainstorming on the company’s creativity & innovation culture
- Brainwriting
  Case 2: Brainwriting on motivating the staff
- Forced Connections
  Case 3: Force Connection on the increasing company’s brand image
- Visual Connections
  Case 4: Visual Connection on improving customer service level
- Excursion

 MODULE 4: Problem Solving Skills (Tools for Converging)
- Highlighting - Hit, Cluster & Restate
- PPCO - Pluses, Potential benefits, Consequences and Overcoming the problems

 MODULE 5: Creative Decision-Making Development
- Consider the consequences of a decision
- Take into account all the necessary information available
- Be focus on the key goals & objectives

 MODULE 6: Creative Decision Risks Management
- Evaluate the solution generated by considering the value and priority for each solution – Decision Matrix
- Choose the best solution that best meets the criteria stated
- Prepare a Preventive Action Plan and contingency to address unexpected incidents
- Prepare to communicate, present and sell the ideas across

- Group Presentation – Application including:
  - Creative problem solving process
  - Decision Making process
  - Selling the ideas across to the audience

2-Day Intensive Course Outline
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1. Web

2. Telephone
   +61 (02) 9080 4395

3. Email
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Creative Problem Solving & Decision Making

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