



C H A N G E M A T T E R S

CREATIVE PROBLEM-SOLVING FOR MANAGERS

AIM

Creativity and innovation are key to the survival and success of an organisation in a world that is constantly changing. Gone are the days where managers deal with familiar problems that they have seen and dealt with in the past. In to-day's world, managers are continually facing new situations that need to be tackled with novel approaches. Many of us often feel that we are not creative and have difficulty in generating new ideas. In our experience every-one can be creative within their own field if they are encouraged to remove the psychological barriers that prevent their innovative side from surfacing. Therefore, the aim of this workshop is to help managers understand their barriers to creative thinking and to develop skills and techniques in creative thinking and problem-solving particularly when working in groups.

PARTICIPANTS

This programme was developed for middle managers in a food company.

CONTENT

- Problem-Solving and Creative Thinking
- The Use of Work Groups for Problem-Solving and Creative Thinking
- Personal Barriers to Creative Thinking
- Techniques for Creative Ideas Generation
- Evaluation of Ideas and Decision Making
- Developing and "Selling" Creative Ideas within the Organisation.