

Leadership in Innovation with Deliberate Creative Thinking

Applied Creative Thinking is the key to Success in Innovation!

Objective: This fast paced one-day introduction looks at **Deliberate Creative Thinking** as a means to enable organisational innovation. By examining a range of simple tools that will alter the basic approach to thinking participants will:

- ◆ **understand the nature of creative thinking** and innovation
- ◆ **appreciate how the application of deliberate thinking** leads to creativity on demand and ignites innovation at all levels
- ◆ **be able to focus their creative energy** when and where desired

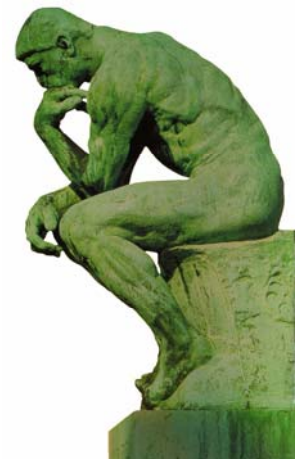
Benefits: People and organisations that use **Deliberate Creative Thinking**:

- ✓ can focus teams on achieving real results from clear thinking
- ✓ creatively solve problems and make better decisions - *faster*
- ✓ plan and manage change more thoroughly and effectively
- ✓ generate more innovative ideas to enhance organisational performance

Deliberate Creative Thinking allows creativity on demand while maintaining a clear focus on the outcome sought. Exposure to deliberate thinking methods encourages participants to see things in a new light and motivates them to think, talk, act and work in new and innovative ways

Program Outline: This is a fast paced and interactive introductory workshop. Topics include:

- **Shifting perception** as the key to moving forward and developing new ideas and concepts
- **Focusing creative energy** faster more effective Applied Creativity & Innovation effort
- **Developing a shared understanding and goals** using Imagineering
- **Enhancing personal and team effectiveness** through the power of Parallel Thinking
- **Thinking outside the square** to generate great new ideas using Pattern Breaking thinking
- **How and when to use Deliberate Creative Thinking**
- **Getting Started** – Continued develop and application



Presenters: Bill Jarrard or Jennifer Goddard, Founders **Mindwerx International**

Testimonials: *"Very Good. Felt the major benefit was walking away with the empowering feeling that creative thinking can be tackled in a deliberate manner. Prior to the workshop, some may have felt that this was only in the domain of the 'dreamy, arty' people."*
..... Rod Chapman, Manager Information Services

For more information on how we can tailor this program for your organisation, contact...

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