

Creative thinking (one or two days)

Creativity feeds innovation. Creative thinking is not about improving what we already do: it is about finding something *new* to do. Creativity is the set of skills we use when we want to create something new.

In this enjoyable and energising workshop, we shall be on the lookout for opportunities to innovate. Our aim will be to generate innovative ideas that we can take back to work and develop.

Participants will be invited to bring to the course any thoughts they may have about areas of work where creative thinking might be useful. These might include:

- **product development within the range of surveys you produce**
- **new applications for existing products**
- **transforming client relationships (or one particular client relationship)**
- **identifying new markets or service opportunities**
- **system or process enhancements**

Objectives

As a result of attending this workshop, participants will be able to:

- Distinguish between creative and other kinds of thinking and working
- Use a range of techniques to stimulate creative thinking
- Generate innovative ideas
- Develop new solutions

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Outline programme

Introduction and objectives

Identifying challenges and opportunities for innovation in our work

What is creativity?

Some working definitions

The key elements of creativity

Understanding our own sources of creativity

Why be creative?

Creativity and innovation

Two types of thinking

Innovation in context

Creativity in context

Rules? What rules?

Constructing a creative team

Behaviours to stimulate creativity

Goal orientation

Defining goals

Transforming goals

Choosing creative goals

Generating ideas

Associative thinking

Using metaphor

Reversal techniques

Developing solutions

Building feasibility

Presenting solutions

Action session

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