

*"If you desire a one year return on your investment,
grow corn.*

*If you desire a lifetime investment,
grow people."*

Carlos Cervantes

Creative Thinking Course

Develop creativity through our creative thinking tools to enhance productivity at work.

Creative thinking is not something you are born with; it is a skill that can be improved with practice. The brain can be likened to a well-designed car; it needs an efficient driver to exploit its full potential.

There is always another way to do it, it might be cheaper, quicker or sell more. Creative thinking and writing is a great asset.

With so many developing companies the need to come up with a fresh look and to get and keep the competitive edge, is immense. Our creative thinking course provides many techniques to give you a wide choice of options to keep ahead of the competition.

Our creative thinking course will help individuals develop their creativity and the creativity of others to enhance productivity at work. You will learn and apply simple creative thinking tools and techniques to generate creative ideas.

You will discover how your brain has ideas; the key barriers to creativity; the need for creativity and how to stimulate yourself to think more creatively.

Areas to be covered

- How creativity works - understanding of the creative process
- Seeing things from differing creative perspectives and removing preconceived restrictions and patterns
- Practical tools and techniques that help you and your organisation to unleash creativity
- Using these thinking tools, you will generate creative new ideas and solutions by working individually and in small groups.
- The ability to think more creatively about the challenges facing you and your organisation
- Practice using some well known and not so well known idea generating techniques
- You will participate in a series of fun thinking tasks which will really get you thinking!

Who will benefit from our creative thinking course:

Supervisors, managers and anyone who would benefit the organisation through innovative and creative thinking.

Duration: 1 to 2 Days

By the end of the creative thinking course delegates will be able to...

- use specific tools and strategies to help you think more creatively and more effectively
- think beyond the needs of the present moment
- see things from differing creative perspectives and removing preconceived restrictions and patterns
- generate creative new ideas and solutions by working individually and in small groups
- develop creative writing
- show increased ability to implement new ideas
- combine creativity with proven problem solving skills
- apply practical techniques to aid problem solving, decision making and generating new ideas
- remove blocks to creativity
- produce mind drawings
- practice critical thinking
- apply lateral thinking
- increase your confidence in implementing new ideas
- use creative thinking techniques
- think more creatively about the challenges facing you and your organisation.

Testimonials from our Creative Thinking courses

“The trainer really got my brain thinking differently. The mind mapping and new ways to help the creative process i.e. SCAMPER and using the images to help lateral thinking were most useful. It has been really been worth it.”
H. Davis – UK Greetings

“It was very useful finding new ways to approach a subject and apply a different breakdown of problem solving. The course was enjoyable to the end.”
B. Bradley – Videojet

“A good session with a nice mix of group and tutor lead activities. Good eye-opener as to the need to be creative in looking at problems.”
J. King – Chartered Institute of Public Finance and Accountancy

“The tutor was excellent, very approachable and kept everyone's attention. It was most useful to learn the different techniques and will help me at work and at home.”
P. Hunter – Palm Europe Ltd

*"If you desire a one year return on your investment,
grow corn.
If you desire a lifetime investment,
grow people."*
Carlos Cervantes

For further information please contact:

Liz Garrard
Training Co-ordinator
Elite Training European Ltd
3 Parkers Place
Martlesham Heath
Ipswich
IP5 3UX

Telephone (01473) 610320

Email: courses@elitetraining.co.uk

Website: www.elitetraining.co.uk

© Elite Training European Ltd 1996 - 2011

All rights reserved. No part of this brochure may be reproduced in any form without written permission from Elite Training European Ltd.