

CREATIVE THINKING: THE ULTIMATE ‘LEAN’ RESOURCE
FOR ALL-LEVEL MANAGERS AND SUPERVISORY PERSONNEL FROM ALL INDUSTRIAL,
COMMERCIAL AND BUSINESS SECTORS – PRIVATE AND PUBLIC ORGANISATIONS
7-9-11 November 2011 - Malta Enterprise - Malta
COURSE TIMETABLE

DAY 1

The Changing Scenario

- Foreword: the changing world and its impact on any business.
- New Millennium: the factors of competitiveness have changed.
- 100 years ago: invest in a farm – 50 years ago: invest in a factory - today: invest in ideas.

The main Functions of human mind and Thinking

- The 4 main functions of human mind
- The “left” and “right” brain hemispheres theory.
- *Converging* and *Diverging* Intelligence
- How to measure *Converging* Intelligence
- How to measure *Diverging* Intelligence
- **Thinking**: what is it?
- Schematic representation of the **Decision-Making** process: from “instinct” to rational thinking. The *amoeba* case.

Creativity and Creative Thinking

- Creativity: what is it?
- The **Imaginative Function**: what is *Imagination* - what is an *Idea*.
- Fantasy, Daydreaming, Imagination, *Creative Imagination*.
- **Creativity**: Imagination + Effort + Intention + Direction.
- **Creative Thinking**: why our brain is not readily prepared to think creatively.
- The negative impact of Western Education and Culture: hindering factors for Creative Thinking. The **Yes/No** system.
- Other factors that hinder and inhibit *Creative Thinking*.
- *Imaginative Function* and *Judgement Function*: why the latter may influence negatively the former.
- Factors that facilitate and enhance *Creative Thinking*. Can *Creative Thinking* be exercised and developed?
- Practical Exercising individually and in team.

How to stimulate Creative Imagination to produce Ideas

- Overview of the main Techniques that can be deployed to stimulate the production of ideas.
- Association of ideas (*Association-ism*): the starting point.
- The *Question-Asking* methodology: how to conceive and manage own, personalised questionnaires.
- The *Adaptation* technique.
- The *Modification* and *Replacement (this-for-that)* techniques.
- The *4 Operations* technique.
- The *Enlargement*, *Reduction*, *Omission* techniques.
- The *Hyperbole* technique.
- The *Reshuffle*, *Inversion (put-the-cart-before-the-horse)* and *Combination* techniques.
- The *Attributes* and *Forced Relations* techniques .
- *Automated Writing* and *Mind-Mapping*.
- The *Idea-Matrix (Discovery Matrix)* technique.
- *Lateral Thinking* techniques.
- Practical Exercising individually and in team.

DAY 2

The “Secret Computer” approach

- How to use own mind to produce specific ideas in an intentional mode and by the set deadline.
- The secrets: preparation work – material feeding – reshuffle and settling – incubation. The output: *illumination*.

Individual Creativity vs. Team Creativity

- Every idea has always been and it will always be produced by a single mind.
- Benefits of team approach to *Creative Thinking*.
- Draw-backs generated by a too-small or inadequately selected team.

Brainstorming

- The rules: preparation, incubation, motorising, co-ordination, judgement-off.
- *Brainstorming Teams*: basic rules for effective selection of participants.
- Co-ordination: basic rules for effective driving/motorising of Brainstorming Teams.

- *Brainstorming*: Pro's, Con's, Limitations – hints and tips.
- Practical Exercising in team.

The 6 Thinking Hats method

- The simplest and most effective method for efficient and effective co-ordination of all Teams.
- The human mind's 6 *Thinking Modes*. Method's benefits.
- Practical Exercising in team.

Main Areas of Deployment of Creative Thinking

- Creative Problem Solving
- Search/Generation of Opportunities
- Continuous Improvement
- Marketing, Promotion, Advertising
- Customer Service, Customer Care
- Lean HR Management

Creative Problem Solving

- The *Decision-Making* process.
- "*Traditional*" *Problem Solving*: the limitations.
- *Closed-ended* problems.
- *Open-ended* problems.
- The *K-T Method*: a valid starting point.
- General approach to Creative Problem Solving: the 5 problem solving phases.
- The *Inquisitive Phase*: its vital importance in preparing the ground for the subsequent phases.
- Practical Exercising in team.

DAY 3

Advanced Creative Problem Solving Techniques

- The *Relations Diagram*.
- The *Affinity Diagram*.
- *CEDAC*: Cause and Effects Diagram with the Addition of Cards.
- *TPS*: Total Problem Solver Technique
- *Poka-Yoke* techniques for mistake-proofing and process' quality improvement.
- The *P-M Analysis* for tackling complex technical problems.
- *Matrix Diagrams*: overview.

Search and Generation of Opportunities

- *Thinking and Opportunities*: specific approaches to produce ideas leading to opportunities. Evaluation of ideas.
- *Competition and Sur-petition*.
- Case Studies & Practical Exercising.

Continuous Improvement

- Performance Improvement and Performance Management
- Lean Kaizen: continuous, creative improvement in the Lean direction – overview. Approach: "poor-man", brain-power.

Marketing, Promotion, Advertising - Customer Service & Care

- *Creative Thinking* is vital! *Lean Marketing*, *Lean Promotion* and *Lean Advertising* require to be build on innovative ideas, ideas that will create a shock!
- *Lean Customer Care*. The motto: "*customer satisfaction is no longer sufficient – today's customers need to be "impressed!"*".

Lean Human Resources Management

- Why *Creative Thinking* is essential to achieve better personnel performance: how to identify creatively each employee's "*soft-spot*" into which the motivational bug can be inserted and then let produce *self-motivation* and enhanced performance.
- Case Studies.

Lean, Creative Thinking: a cultural revolution!

For further, comprehensive details, please visit
<http://www.scodanibbio.com/malta2011/>