Creative Thinking in Problem Solving & Decision Making

UNLEASHING YOUR CREATIVITY
Learn the latest ways to generate creative ideas and innovative problem-solving techniques in this enjoyable session. The methods can be applied to a whole range of business situations. Pivotal points include:

- Freeing up creativity in groups
- Concrete steps to creative problem-solving
- How to generate fresh, new, high-energy ideas

The focus of this robustly creative, stimulating workshop is to give participants actual techniques they can use in their own work to make innovation a powerful tool for problem-solving and growth.

COURSE BENEFITS
• Significantly enhance your information processing capabilities
• Boost individual and group mental literacy
• Become an intellectual power pack.

COURSE CONTENT

MODULE 1:
Benchmarking Your Creativity
Creativity games and exercises to establish your current level of creative thinking as compared to global norms.
Through this exploration, you will arrive at a new, comprehensive and meaningful definition of creativity.

The Explosive Nature of Thought
Linear versus lateral versus radiant thinking
Competition with the best creative brains on the planet!
Become an intellectual power pack.

MODULE 2
The Left / Right Brain
Combining the left and right cortical skills for greater Creativity and Productivity.

MODULE 3
The 'Creatives' Versus the 'Non-Creatives'
Because of a gross misunderstanding of the nature of creativity, most companies now have 'creatives', those assigned to brainstorming and creative thinking groups.

**MODULE 4**

*Your Ultimate 'Association Machine' – the Human Brain*

Your Creative Intelligence is based on your ability to make Associations between many different thoughts and ideas. As with Flexibility and Originality, this is a Thinking skill that can be taught.

In this module you will play many Creativity games. These games will act as 'gymnasiums for the mind', increasing your Creative Thinking 'muscle' as you progress through the stages of each game.

**MODULE 5**

*Infinite Creativity - Mapping Your Mind with Mind Maps*

Traditional brainstorming techniques - disadvantages.
State-of-the-art brainstorming techniques - multiple advantages
Using Mind Maps to:
  - Increase creative output
  - Brainstorm individually and in groups
  - Think multi-laterally

**MODULE 6**

*Strategies for Creative Problem Solving*

Steps in creative problem solving
  - Preparation – Defining the problem
  - Generation – Rules for generating ideas
  - Incubation – sleep on it
  - Evaluation – Analysis and decision making
  - Implementation – Planning for action and monitoring.
Using the SCAMPER approach

**MODULE 7**

*Decision Making – The Right Choices*

Understanding the decision making process
  - Deciding in advance when possible
  - Making good decisions
  - Prioritizing decisions and forming a plan of action

**MODULE 8**

*Boosting your Memory*

Stretch your memory with advanced memory techniques for a tremendous improvement in recall and retention of names and faces, data and numbers.

How to use your memory before/during/after learning

How to improve access to your memory when under stress
Facilitator: Jeyaraman Seenivasagam

A true enthusiast of memory systems and creative thinking, Jeyaraman has spent the last eight years traveling around the region, namely Singapore, India, and Sri Lanka entertaining and training corporations, students, and associations to adapt memory systems for their particular needs. He has trained more than 10,000 people ranging from students to top management on memory skills, public speaking, creative thinking, study skills, communication skills, and sales.

Ever since then, he has shared his ways of developing a trained memory and improving creativity locally and overseas at YMCA, FMM, Jaycees, National Science Centre, UPM and UM, La Farge, International Construction Consortium (Sri Lanka), Speakout International (Singapore), Aptech Computers (India), and many more.

Jeya has served as Vice President of the Malaysian Association of Professional Speakers and is its current Treasurer. He is also a member of the National Speakers Association (US) and International Federation for Professional Speakers (UK). He has earned the Competent Toastmaster award from Toastmasters International where has been a member since 1990 and served on the committee on many terms.

He uses a hands-on approach in his presentation with lots of examples, anecdotes, and real life applications. This enables participants to immediately apply the techniques to improve their efficiency in their work and personal lives.

He gives his topics a fresh perspective with humor keeping his audience awake and attentive. Jeya’s audiences are of diverse creed, color, and age groups, and he invites you to share this possibility.