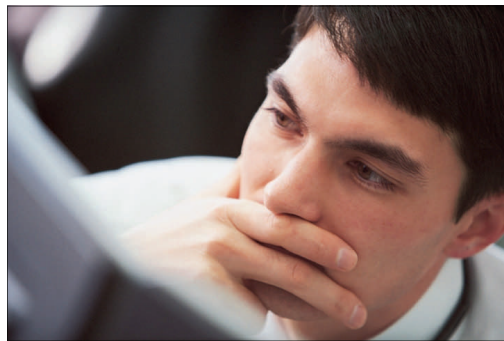


Stimulating Creativity & Problem Solving

Duration: One day

Occasionally we all get stuck and need fresh insights to move forward. These workshops offer “non creatives” a raft of techniques for generating new ideas and unlocking solutions for challenges they face.



Why Attend?

- To learn some new ways of coming up with new ideas for products, advertising, communications messages, improving business processes
- To find solutions to problems you face
- To learn how to develop a creative work rhythm

Who Should Attend?

- Anybody in need of inspiration or who feels they are stuck
- Anybody who would like to become more “creative”

Topics Covered

- Understanding the creative process
- Identifying blocks to creative thinking
- A toolkit of “blockbusting” techniques
- The application of these techniques to a real-life problem

By the End of the Course Delegates will

- have a range of resources at their disposal to help them improve their thinking and analysis