

# Creativity for Logical Thinkers

1 day in-house course or public workshop or 2 day in-house course

Unleashing individual and team creativity with the complete creative Tool-kit and a unique creative process model.

## Overview of course content

Fresh thinking, new perspectives and great ideas are the lifeblood of all successful organisations. This course shows you how **everyone** can make a valuable contribution through:

- The need for fresh thinking and the nature of creativity.
- The relationship between creativity and innovation.
- The creative process and the creative process model.
- Techniques to generate fresh thinking and new ideas.
- Running creative thinking sessions and harvesting ideas.

“ **Strong tools to take back, very usable, and shows how we can all be more creative.** ”

## A brief history...

*Many years ago we were working with a client who challenged us to combine the structured and highly innovative approaches of Edward de Bono and other pioneers of creativity - with the associative thinking of Tony Buzan, the originator of Mind Mapping. It was also suggested that we set out very clearly what creativity is - and what it isn't. The result was an early version of this course which has been further developed to incorporate a unique creative process model and is now an essential part of many organisations' staff and management development programmes.*

## Key benefits

Practical, easy to use 'toolkit'  
- for idea generation AND  
evaluation.

Enhance problem solving skills.

Confidence and skills to facilitate  
your own creativity sessions.

Improved team working, enhanced  
motivation and greater job  
satisfaction.



## Duration and format

One or two day in-house course which can be tailored to meet particular needs.

Public courses are run regularly to allow individuals to attend this course.

## Who is this course for?

Anyone who faces challenges that cannot be addressed by conventional thinking alone.

Anyone who wants to unleash their own creativity and that of others.

Managers as part of a management or leadership development programme.

Anyone who needs to solve practical problems.

# Creativity for Logical Thinkers

Additional course detail

## What's it all about?

Developing fresh thinking and new ideas with hands on creative thinking tools and techniques to help fuel creativity and overcome creative blocks.

Creativity at work is all about developing new perspectives, generating new ideas and solving practical problems. This is why creativity is essential for organisations who need to achieve and maintain a competitive edge. Knowing how to consistently generate new ideas and new thinking will benefit the development of any organisation - creativity isn't just relevant; it's essential.

The workshop provides a unique introduction to how the creative process works. Organisations and individuals are encouraged to bring along real life situations which are tackled by a broad range of practical creative techniques which can be used in the workplace.

## Why Creativity for Logical Thinkers?

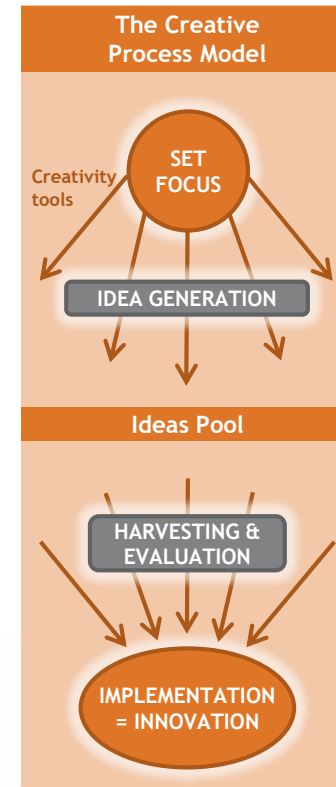
If you need to bring fresh thinking to bear on real business challenges then this is the programme for you.

- **Develop your problem solving skills** - learn how to tackle any issue you are faced with from a fresh, new angle.
- **Generate new ideas** - using the different techniques you can produce many new ideas quickly and effectively.
- **Take your business forward** - innovative thinking to develop a competitive edge.
- **Save time** - by understanding how to unleash your creativity, never again spend hours labouring over one problem.
- **Improve team morale** - if everyone has the skills to think more creatively, you can all contribute and feel empowered.

### Note about Six Thinking Hats®

This workshop uses the six hats approach as an idea evaluation tool. If you wish to learn the full six hats approach, you will need either to attend the one day Six Thinking Hats course, led by a De Bono Certified Six Hats trainer, or read Dr De Bono's excellent book of the same name.

## How do we do it?



## The need for creativity and the creative process

- Where ideas come from and how to create the right mindset for producing ideas.
- Why it's important to be creative at work.
- Develop an effective framework - the creative process model - for all of your creative thinking.
- Learn how to unblock your thinking and become more flexible in your approach to thinking.

## The Creative Process Model

- Understand the process of thinking about the right things, generating new ideas and then working effectively with those ideas.

## Set the right focus

- Avoid wasting time by making sure that you are directing your creativity correctly.

## Creativity techniques

- A range of techniques for generating ideas including: reversals, Mind Maps®, visual triggers, metaphors and Six Thinking Hats® (see note).

## Running sessions and harvesting ideas

- Take the invaluable skills you have learnt back with you to plan your own creativity sessions.
- What tools and techniques do you need to use?
- Discover how to capture and assess your ideas and how to deal with them.

## Action Planning

- A chance to think about the skills you have learnt and how to use and benefit from them.

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Additional course detail

## Continue and refresh your learning even after the course...

...all attendees on this course receive FREE access to the exclusive 'Creativity for Logical Thinkers' post course learning area of the Illumine website.

### Related Courses

Six Thinking Hats®	De Bono's tool is one of the idea evaluation techniques on this course. We also offer the full Six Thinking Hats programme separately.
Lateral Thinking™	An introduction to a range of 'lateral thinking' approaches.

### About Illumine

Illumine Training provides management and personal skills development, focused on developing *better brains for better business*.

The range of courses and workshops is split into six business critical areas and are delivered through:

**Public Workshops** - 1 and 2 day workshops.

**In-house Courses** - Specifically for teams or groups from within an organisation, tailoring as necessary.

**FIT Sessions** - In-house bite-size (90 minute) learning sessions designed by Illumine to maximise learning in the minimum time possible.

**Other Options** - E-learning, Facilitation, Coaching, Away-days and Speakers.

## How can I take this programme?

Central London

**For Individuals: Public workshops** - Creativity for Logical Thinkers is available as a 1 day workshop in London, UK

23 March 2020

1 Day - £450 + VAT

Public workshop bookings can be made by emailing your request to [info@illumine.co.uk](mailto:info@illumine.co.uk) or by completing our online booking form at <http://www.illumine.co.uk/crlt>. All are regarded as confirmed bookings and are subject to our business terms and conditions.

**In-house courses** - suitable for organisations that want to develop teams or groups of individuals from across the organisation. Programmes can be geared towards your organisation or industry sector with relevant activities, examples and case studies. Discuss your needs with an account manager on +44(0)1753 866633 or email [inhouse@illumine.co.uk](mailto:inhouse@illumine.co.uk).

## Continuous Development

CPD recognition is awarded on both public workshops and in-house courses, being dependent on the number of hours spent learning. On request Illumine will provide a certificate of attendance for you to use as evidence and attach to your record card.

Book 2 or more places on any public workshops to take advantage of our multiple booking discount:

2 places - 10% discount

3 places - 15% discount

4 places - 20% discount

Discounts will be applied when your bookings are processed and will not show on our online booking form

*"Excellent introduction into what creativity is and techniques for improving your own creativity along with that of others. Very inspiring and motivating to follow up on when back in the office."*

**IT Project Manager,  
Communications Company**

*"Without exception everyone really enjoyed the training and found it very valuable. Everyone thought that the emphasis on practical exercises was much better than being lectured on the theory and I think our brainstorming sessions will never be the same again!"*

**Recruitment Company**