

Creative Problem Solving

創意解難技巧訓練

MEDIUM : English / Cantonese COURSE CODE : CPS

The world is changing fast and organizations are constantly driven to develop by forces such as globalization, Internet, better technology as well as tougher competition. Working with our left-brain alone is no longer sufficient and new creative and innovative techniques have been developed to help us in problem solving and work implementation. Having creativity in workplace enables organizations to survive in keeping up with the pace of change and cope with the increasing demand from the public.

This workshop aims at providing concepts and skills to facilitate the process of innovation so that the members of the organization can handle change more effectively and creatively.

Objectives

After attending the workshop, participants will:

- Be able to use both their left and right brain to bring creativity in the workplace
- Discover how an organization can be prepared to innovate
- Learn how to apply 4Ps to look into problems
- Understand how innovative ideas can be implemented
- Be able to evaluate and improve upon work processes

Course Outline

1. Principles of creativity in workplace

- The challenges of working creatively in workplace
- Nature of creativity
- Whole brain thinking vs. left brain thinking

2. The ProAct Model in problem solving and decision making

- ProAct Model of problem solving and decision making
- What is a problem
- Seeing things from different angles

3. Use of 4Ps model to expand insight

- The 4Ps model of looking at problems creatively
- The role of strategic questioning
- Explore problems at work

4. Applying creative tools to generate options

- Use of Scenario Planning
- Apply four world analysis to create possible solutions
- Using Attribute Slicing to create new solutions

5. Innovating for better product and service

- What is Blue Ocean Strategy
- Using Blue Ocean strategy to create alternatives
- Force-Field Analysis