

If you always do what you have always done, you will always get the results you've always got!

If you have only one option - you might as well be a robot: if you have two options, you have a dilemma: if you have more options, you have flexibility.

*This practical programme will help you understand your problems, find alternatives and turn threats into opportunities*

## Break Free Thinking

### Creating options for success

Every day you are faced with decisions that affect your business's future. In most cases, you pick the obvious answer. Sometimes it seems that it is the only answer!

Sometimes this doesn't matter but other times it is critical to your business.

How do you find better answers when there don't seem to be alternatives?

How do you do it when you are not sure you fully understand the question?

Break Free Thinking provides you with the tools and approaches you need for those defining moments in your business's development. With the right tools, thinking and perspective you can move the earth - without them you will break your back and your spirit.

Creativity is essential for improved decision making – but many shy away from it, believing that they are not creative, it is not applicable to their business or that it is too “touchy feely” for them.

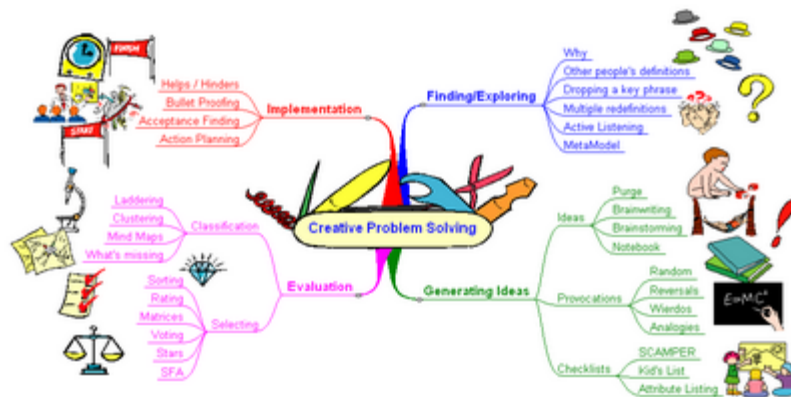
Whatever you think, this highly interactive programme will demonstrate that:

- We are all creative in our own way.
- Creativity can be applied in all walks of life – not just the so called “Creative Industries”
- Creativity has a structure – understand the structure and you will get better at it
- Creative thinking can be learned
- Creativity is an essential tool for the 21st Century

The programme is highly flexible and can be tailored to suit the time available. It works best when the delegates can apply it directly to an issue of concern, as delegates leave with an outline implementation plan.

In any event they will leave with:

- An understanding of how creativity works and can be applied to your business.
- An understanding of their preferred style and how it can be applied in the workplace.
- An understanding of when and why to use convergent and divergent thinking processes
- A framework for encouraging creative thinking and
- A Toolkit of basic techniques to make it work



## Contact Us

We would be pleased to discuss how we can support your organisation.

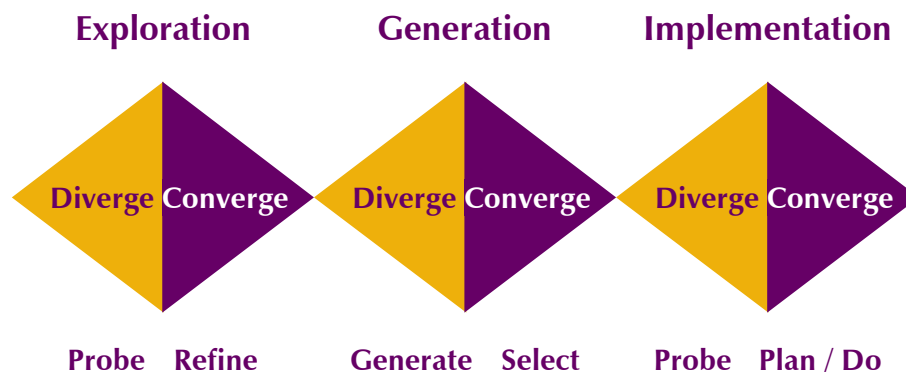
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What if you got what you  
thought you wanted and  
it was not what you  
needed?



At different points in each phase we need to use either convergent or divergent thinking. It is important to use the appropriate thinking mode at each point.

Most people are good at one or the other, few are naturally good at both. Many business people have learned to be convergent thinkers. They focus on the real issues, get things done and are rarely distracted.

Exactly the right approach for some situations, but exactly wrong at other times!

There is a major risk that debate will be closed too soon and the result will be an excellent answer to the wrong question.

We will use lateral thinking and creativity methods and we will remain focused on the end - improved business performance!

## Programme Outline

The basic approach is a one-day programme designed to introduce participants to the concepts of creative thinking through an action learning approach. The programme will be flexible to suit attendees' needs, but will comprise the following key items.

- Why Creativity is important in business
- Understanding Real world problems
- Introduction to the creative problem solving method
- Problem Finding
- Problem Exploration
- Idea Generation
- Idea Evaluation
- Action Planning – What to do next
- Bulletproofing – preparing the case for the defence

The themes and principles of the workshop will be amply illustrated by reference to well known companies who have developed or re-launched their businesses using creative management approaches.

***Prepare to break free from your current ways of thinking to find a more flexible, positive and successful future.***

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