



INCREASING YOUR CREATIVE POTENTIAL

In a complex and fast changing environment, "off the shelf" thinking is not enough. You have to get off the well-beaten path and think 'out-of-the-box'. Only in this way will you be able to reconcile apparently contradictory objectives, find innovative solutions to difficult problems and make decisions in an environment in which there are lots of unknowns. This is probably one of the key skills that companies are looking for, and in particular in team managers whose mission it is to implement strategy. A lot of people seem to find these skills hard to get: 'I'm not creative', we say about ourselves as if it were a fatality. On the other hand, the skill of being able to increase your creativity and free up the resources of your mind is just like any other skill. It is learnt. The first stage is to become aware of the role that emotions and representations can play in the creative process. Then you have to use some world-renowned tools to increase your creativity. You then organise your thinking more methodically and, finally, move on to the action phase. And that is precisely what this programme is going to teach you.

This programme is designed for:

- business unit managers
- line managers
- experts in particular fields

At the end of this course you should be able to:

- become aware of your emotions as part of the creative process
- use tools that can help you unleash your creative resources: individual brainstorming, the Walt Disney method, the mind map method
- use tools to help you think methodically and cover all aspects of complex problems: the SWOT method, the question tree method
- improve your decision-making skills and set yourself achievable goals

The applied professional development certificate shows you have acquired the skills covered in the course.



Benefits of the programme:

you'll be able to think outside the box to find alternative solutions to complex problems
you'll develop your ability to rise to challenges you thought impossible until now
you'll feel more at ease making decisions in complex and constantly changing environments

3 MONTH TRAINING PATH (21 HOURS)

A welcome message includes your login ID for the training course website.

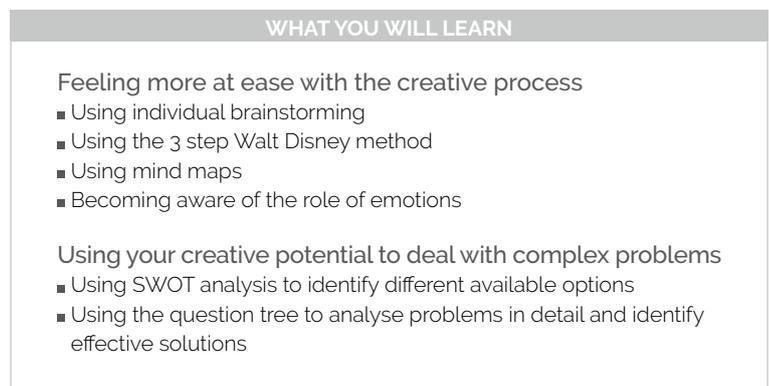
1 Preparing for the programme

Assess your level before you begin your training, and tell us what you expect from the course so that your trainer can recommend a personalised training path.



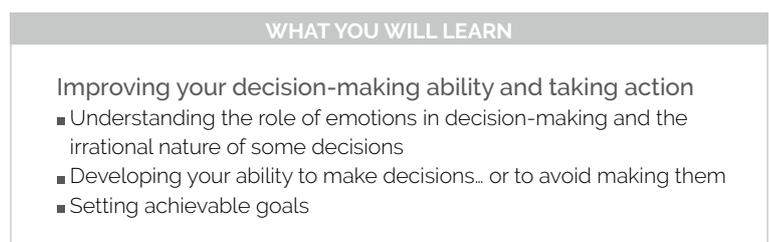
2 Mastering the fundamentals

Begin training and putting the fundamentals into practice, making the most of your trainer's experience and advice.



3 Building on what you've learned

Consolidate the skills you've acquired and build on them. Receive an action plan recommended by your trainer.



4 Receiving your certificate

Your trainer assesses your progress on the course. When the course is completed, you'll receive a certificate endorsing the skills you've acquired.

