

WEBINAR: Creative Thinking Skills for Managers and Leaders



Overview

Creativity is present in all fields like in arts, music, and literature. In the field of arts obviously it qualifies as creating an artistic work. However, other fields also qualify: like in the field management, if there's a new problem, crisis, and challenges to be solved it requires creativity to figure out a workable solution.

Therefore, creativity in management is an on-going process and involves finding and solving new problems and crisis in different ways. Creative thinking is a way of looking at problems from a fresh perspective that suggests unconventional solutions.

This skill has been highlighted many times but often overlooked as one of the essentials for leaders and their team. Aside from solving problems, it is also used in running breakthrough concepts and processes, staying competitive in the market, growing the business, and staying ahead of the game. The development of the modern world has been increasingly dependent on novelties.

This webinar uses a mix of interactive techniques which includes exercises, brainstorming, case studies, and sharing of ideas.

Objectives

- To assess participants potential for their creativity, creative thinking and innovation.
- To establish one's own or a teams' creative and innovation potential.
- To apply the set of skills in work or personal situations.

Who Should Participate

- Managers
- Supervisors
- Team and/or Project Leaders
- Business Owners
- Any individual who wanted to adapt a more creative approach at work or in life

Key Topics

- I. Definition and Characteristics of Creativity and Creative Thinking
- II. Business Impact and Success Stories from Companies' New Ideas Management
- III. Ways of Enhancing Creative Thinking Skills
- IV. Team Exploring the Idea Processes: Brainstorming, Lateral Thinking, and Thinking Hats/Techniques in Resolving Problems
- V. Creative Thinking: Its Relationship to Innovation
- VI. Creative Leadership

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Duration

- 3 hours

Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

Reservation

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