MMM Training Solutions
Seamless Transformation

Creative Thinking Training

Overview:

In today's global environment where companies are recreating themselves every two years, creative thinking has become a critical skill that every employee needs to possess.

Unfortunately in our education system we are not encouraged to think creatively, on the other hand we are penalized for doing the same. So when our graduates enter the business world they are unable to adapt to this environment which demands ongoing flexibility, adaptability & change.

Our program enables the participants to bridge this gap seamlessly by developing capabilities to think "outside the box".

Program Objectives:

- **To educate employees on the fundamentals of creativity**
- **To help understand the significance of creativity in an organizational context**
- **To develop the ability to think outside the box**

Training Topics:

- Introduction to business creativity
- Identifying the barriers to creative thinking
- Factors that encourage creativity
- Common myths of creativity
- Attitudes that kill creative ideas
- Tools for Creative thinking:
  - Brainstorming
    - Individual Brainstorming
    - Group Brainstorming
    - Reverse Brainstorming
  - Discontinuity Principle
  - Block and tackle exercise

- Thinking ‘outside the box’
- Intrinsic motivation & creativity
- Common reaction to creative ideas
- Tips for creative thinking

Training Hours:

The duration of the training program will be 8 hours

Training Methodology:

- Interactive PowerPoint Presentations
- Critical analysis of existing situations
- Role Plays & Group presentations
- Games and Group Activities
- Audio and Video Clips
- Individual Feedback

Resources Required:

- MMM Training Solutions will conduct the training.
- Maximum number of participants to a class will be 15.
- The training will be conducted at a venue organized by the client.
- The following will be provided by the client:
    - Handouts will be printed/photocopied
    - The LCD projector
    - Audio speakers