

# **Creativity & Problem Solving**

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## **Introduction**

In today's highly competitive environment, organizations which harness their creative potential succeed and prosper better than others. Learning and sharpening the creative Problem solving skills have become a necessity at all levels of management. Our program on Creativity and Problem Solving is designed to impart the skills of creative thinking and its application in problem solving. The premise of this program is to enable your organization's creative potential to the optimum.

We are all creative in different ways. Yet, we may not have harnessed full potential of this trait in us. This program helps in identifying and enhancing individual and team creative strengths of your enterprise. It also helps in application of this creative strength in evolving solution to the problems we face in our work places and personal life.

The program aims to equip participants with the readiness to challenge status quo and stir their minds for better outcomes.

## **Programme Objectives**

The program aims to -

- Impart understanding of concept of creativity;
- Facilitate in identifying participants creative strengths;
- Expose to the nuances of talented thinking;
- Facilitate application of creativity and talented thinking skills in solving both organizational and technical problems.

## **Programme Contents**

The MDP introduces the participants to the current understanding of the concept of creativity, creative problem solving, design thinking, and TRIZ.

The program addresses both left and right brain creativity - from HR issues to technology related problems of organizations.

**Target Group** : The program is for the middle and junior level managers in organizations occupying various functional roles.