

Applied Creativity Workshop

An introduction to the SIMPLEX creative thinking process



Focus: Creative Thinking – Transformational Thinking - Creative Problem Solving

Programme Rationale

Many organisations today know that they need to make important changes in how they conduct their business. With the slowing of growth and intensifying of competition, innovation, change, customer satisfaction, continuous improvement and teamwork have emerged as clear business needs requiring new thinking skills and attitudes.

Scientific research indicates that people at all organisational levels in business and industry can learn to think more creatively, to solve important functional and inter-functional problems better, to relate more effectively to clients, and to manage their jobs as if they owned the business. Simply put, creativity in organisations is a process of continually finding and solving problems and implementing solutions for the betterment of the organisation and its customers. SIMPLEX Creative Problem Solving is a powerful thinking technology that can be learned to greatly enhance this process and to significantly improve individual and organisational performance.

SIMPLEX training is aimed at helping participants increase their innovative and creativity skills in unstructured situations. The focus is on understanding the nature of challenges and using a process to effectively deal with them to make productive, positive change. This workshop emphasizes discovering opportunities for improvement in products and procedures and for creating, planning and implementing practical solutions. Participants learn by applying new approaches and concepts to their own individual and work-related problem. These skills will not only improve individual performance skills but also improve the ongoing effectiveness and productivity of natural work groups and cross-functional teams.

This workshop is designed to introduce participants to the skills and tools of creative thinking. It introduces the concept of a creative problem solving *process*, and demonstrates how using a structured process facilitates creative problem solving in groups and individuals. It develops awareness of different modes of thinking and different problem solving styles.

This is both an experience as well as a skills development workshop. Individual and group innovation skills are experienced at a concrete, person-to-person level. Participants experience the art and science of creative problem solving, and in a learning-by-doing mode, create solutions to a real work problem before leaving. The workshop is fully interactive, with many exercises and case studies to illustrate the key points.



Programme Outcomes

Participants will come away from the workshop with an increased awareness of methods to achieve the following:

- *Improved Problem Formulation Skills*
Investigating new situations with an open mind instead of immediately evaluating and responding.
Understanding the 'big picture' whilst seeing the problem's component parts.
- *Improved Solution Formulation Skills*
Handling ambiguity and generating alternatives.
Increasing the flow of productive thinking.
- *Improved Solution Implementation Skills*
Implementing new, creative solutions for success.
Gaining sponsorship for new solutions.
- *Improved teamwork*
Understanding and synchronising different styles of thinking.
Identifying as a group the real problem.

Programme Structure

Morning (9:00am – 12:30pm)

- The Characteristics of Effective Organisations
- Basic Principles of Creative Thinking
- Transformational Thinking
- The Complete Creative Problem Solving Process
- Your Own Creative Problem Solving Style

Afternoon (1:30pm – 5:00pm)

- Applying the creative process to a real challenge from your workplace.
- Feedback

Programme Leader

Dr Garry Gelade is a Member of the American Psychological Association, and a Charter Member of the British Psychological Society, and is accredited in psychometric testing to BPS Level B. He is the director of Business Analytic, an independent consultancy specialising in the application of statistics to organisational research, and is an Associate of Basadur Applied Creativity, Ontario. He is the author of thirteen peer reviewed scientific articles in organisational research, creative thinking, cognitive psychology and psychophysics. Garry graduated from Cambridge University where he read Natural Sciences, and proceeded to his Masters degree in Psychology. He was awarded his doctorate by the University of Nottingham for his work on the psychology of perception.

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Why Cass?

Cass is ranked as the no. 2 business school in the UK (for 2004) and has consistently been one of Europe's top 10 leading providers of business and management education, based on the Financial Times annual rankings.

Cass Business School produces skilled and knowledgeable leaders, who can influence, offer strategic direction, and make good use of financial, human, technological, and material resources. Cass Business School is consistently recognised as one of the top business schools in the world.



What our client say about us

"Cass Business School provided us with an excellent programme that met the objectives of all attendees. It was delivered in a very practical manner making use of our own cases."

Managing Director – Credit Suisse First Boston

Our Reputation: A reputation for academic excellence

With so many professional training bodies employers are increasingly judging executive training based upon the academic reputation of the provider. Cass Business School academic credentials bear close inspection:

- *The Financial Times ranks Cass as one of Europe's top 10 leading providers of business and management education – ranking it as no. 2 in the UK and no. 6 in Europe in the 2004 rankings. The key differentiator was our integration with global businesses.*
- *The MSc programmes are considered to be the leading Masters Degree programmes in Europe based on entry standards – coming from the largest finance department in Europe.*
- *Cass finance research has been ranked 2nd in Europe and 4th in the world by Financial Management Magazine.*

Benefits of Cass for you

- ***Outstanding programmes focused entirely on your firm***

Unlike other executive education programmes, Cass provides fully bespoke course for your firm. This ensures 100% focus on your managers and their learning needs, better supporting the participants as well as more one-on-one learning time with the professors and academic staff.

- ***Staff specifically focused on your people***

To ensure maximum benefit, Cass provides an educational director who co-ordinates the learning and content. In addition, the teaching team is supported by a programme director, who acts as the liaison for your team members – providing consistency and ensuring their specific needs are met.

- ***Facilities – second to none***

The new Cass building – opened by the Queen in May 2003 -- benefits your team with its outstanding modern layout and highly interactive facilities.

This is a truly state-of-the-art resource for management education in the 21st Century, in which it is also fun to learn and work. It helps to maintain the School's reputation as the intellectual hub of the City of London.

- ***A Global Network***

Cass Business School, being at the heart of one of the most influential business capitals of the world, has attracted a wide range of academics from throughout the world, making the work we do with you even more vibrant and international.

Other recent programmes – developed for clients

Cass Business School has delivered numerous programmes for board members, senior managers and also graduates in the past year. These reflect the programmes provided for the likes of the Cass MBA and MSc programmes, with bespoke focus put on the clients own organisation. In 2004 they have included:

- ***Risk Management:*** *An intense two-day programme designed to provide understanding of the widening scope of risk management in Financial Services.*
- ***Emerging Talent:*** *A programme focused on developing those key people who have been identified as future leaders.*
- ***Strategic Leadership:*** *A highly bespoke programme which aims to stretch and develop participants' strategic and operational abilities.*

Contact us:

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To discuss the Applied Creativity Workshop call Richard Odumodu or Scott Moeller at Cass Executive Education on +44 (0)20 7040 8710 or email cassexec@city.ac.uk

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