



## Creativity & Mind Mapping (3 Days)

*Aim: Learn how to be more creative.*

### **Introduction:**

In today's challenging world it is vital to possess excellent communicative abilities

### **Workshop Aims:**

- Establishing theoretical conception of creative thinking as a professional process that is based upon logical & scientific premises.
- Demonstrating the importance of creative thinking as an efficient means for organizations to manage the ongoing demands for change, and innovative problem solving.
- Acquainting trainees with skills, means and tools of creative thinking

### **Workshop Content**

#### **\* *Thinking & Creativity:* -**

- *Thinking (definition, mechanisms, necessity, and system).*
- *Thinking styles (analytic, idealistic, realistic, comparative, utilitarian).*
- *Creativity; (definition, mechanisms, necessity).*

#### **\* *Creative thinking:* -**

- *Logical thinking (definition, mechanisms, components).*
- *Creative thinking; (definition, Vs logical thinking, necessity).*
- *Levels of creative thinking; (remedial, corrective, developing, precautionary, and alternate).*
- *Creative thinking mechanism; (arranging/ rearranging, adding/ subtracting, including/ excluding of premises and/ or premises, relationships).*
- *Creative thinking methodology; ( identification of the subject and problem of thinking, identification of problems, premises and premises' relationships, generating probable creative solutions, selecting suitable creative solutions ).*

#### **\* *Creative thinking techniques; (Brain storming, six thinking hats, four thinking roles, mind map).***

#### **\* *Creative thinker (definition, characteristics, objectivity, openness, flexibility, sensitivity, neutrality, imagination, freeness).***

## How You Will Benefit

- This seminar provides interpretation of the new standard
- It could be tailored to a particular needs of your organization
- This course is unique and never been delivered by any private organization in the region.
- The course is available in English and Arabic Languages for ease of understanding.

## Designed for

- SENIOR MANAGERS
- MIDDLE MANAGERS
- MANAGERS / SUPERVISORS
- TECHNICAL / STAFF

