

Creative Problem Solving

Amsterdam (Netherlands)

12 - 16 May 2025

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Creative Problem Solving

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Introduction

Creative problem solving and innovation is regarded as a mystery by many people, something that one or two unique individuals can seek to do while more mundane minds stick to the daily grind. This view is reinforced by the ways people talk about creativity.

The myth of exclusivity is further reinforced by the "creative industries", advertising, and the like. Indeed, within any advertising agency, there are roles like "Creative Director" working with the "creatives".

Course Objectives of Creative Problem Solving

- Introduction Creative problem-solving Myth & Definitions
- Trust and how it impacts creative problem solving
- The context for creative problem solving
- how to think about the world to promote creative problem solving
- Behaviour to encourage ideas
- A walk through a creative problem-solving meeting

Creative Problem Solving Course Outlines

Day 1

Introduction

- Myth slayer
- All the knowledge is out there
- Definitions
- Creative Problem Solving is everywhere

The context for creative problem solving

- Out of complexity, simplicity
- A complex world
- What to do?
- Creative problem-solving know-how
- Keep the big picture in view

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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Day 2

Climate - Trust and how it impacts creative problem solving

- Field and climate, using your energy productively

Framing - how to think about the world to promote creative problem solving

Day 3

A paradox - Structured creative problem solving

The players - roles and responsibilities

- Three roles - client, facilitator, supporter

Day 4

Behaviour to encourage ideas

- Ground rules
- The Meaning of Life
- Listen to your inner voice
- Speak from your inner voice
- Suspend judgment and look for positive intention
- Explore the meaning behind questions
- Imagine first
- Use curiosity to choose
- Make sense slowly
- Stick to your role
- Share the air time
- Take action - experiment

Day 5

A walk through a creative problem-solving meeting

- Planning
- Define
- Imagine
- Choose
- Ideate
- Evaluate
- Decide
- Next Steps

Doing the unreasonable in a reasonable way

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