



Who might benefit from this training?

- Team members from any function who need to solve problems creatively and generate business building ideas.
- Relevant to B2B and B2C markets.



" A fantastic opportunity to learn about problem-solving and how to be more innovative every day at work... and beyond!"

**Applications Director,
Firmenich SA.**

Creative Thinking Training and Ideation

In globalised markets with hypercompetition and customer needs that change rapidly, your teams' creative thinking capability is a key asset to help you respond effectively. Creativity can also help you to clearly **differentiate** your propositions and communications.

Some people think that not everyone can be creative. In truth, with the right process, tools and techniques and mindstates, **everyone** can generate creative ideas exactly when they need them.

For the creative thinking capability of teams to benefit the business, team members need to be able to engage in both **divergent** and **convergent** thinking. **Divergent thinking** is about making new connections between disparate pieces of data or ideas. **Convergent thinking** requires more logical and accurate thought. In combination, divergent and convergent thinking enable teams to firstly come up with fresh thinking and then to channel it into developing a step by step action plan without losing the initial creativity.

Overview of Training.

1. A **systematic approach** to creative problem solving and ideation from initial task through to action plan.
2. **Tools and techniques** to stimulate fresh thinking and generate wave after wave of creative thinking and new ideas.
3. Access the **resourceful mindstates** for creative problem solving.

Great Returns on Your Training Investment.

- Participants increase their awareness of the importance of creative problem-solving in business in the 21st century, and specifically how creative thinking can drive **competitive advantage**.
- Learn to break free from the accepted way of doing things and spot alternatives—this is the **entrepreneurial approach**.
- Discover tools that will double, if not triple, the effectiveness of idea generation sessions.
- Participants build their confidence to think creatively, and also to actively seek opportunities to apply creative problem-solving approaches in their work **to improve the bottom line**.
- Your organisation gains a cadre of 'creative problem-solving' advocates whose contribution can help grow 'creative capability' further.

Learning Highlights

Creative Problem Solving

- Anatellô's five-stage creative thinking/ problem solving process. (proven repeatable methods for producing creativity on demand)
- Problem/task definition tools.
- **Divergent** and **Convergent** thinking (Idea Generation and Idea Development)
- Provocations and excursions.
- **Metaphor** and **analogy** to stimulate creativity.
- Research data as stimulus for creativity.
- Introduction to **group dynamics**.
- Creating the climate for creativity to flourish.
- Helping groups stay **open-minded** to new thinking.
- Tap into the **creative potential** of everyone in the team.
- Build **buy-in** and commitment to new ideas and initiatives.

Ideation

- **Online challenges** and '**Idea Jams**' as a source of ideas.
- Creative thinking to leverage capabilities and assets in your organisation.
- Modelling other markets and sectors.
- Working with experts and partners to ideate.
- Take the **mental risks** that can lead you to breakthrough.



Why Choose Anatellô for Your Innovation Training?

- We are specialists in innovation. We have our own body of knowledge and also draw on world class research in our field. We help our clients create value through innovation projects.
- Other providers' innovation trainings focus mostly on processes. In addition to **processes**, we also train in **innovation tools and techniques** and the **resourceful mindstates** for creative problem solving and ideation.
- Our courses are experiential which keeps participants engaged.
- Our trainers and facilitators are senior people who have extensive experience of the theory and practice of innovation. They can respond to the unique interests and aspirations that participants bring to the training.

Learning Format

- Highly experiential.
- Balance of theory and practise
- Practise on your real business challenges you bring to the workshop.

Course Formats

- Custom designed to exactly meet your needs. Typically:-
- 1-day masterclass
- 2-day.
- "Marketing University" courses.

Want to know more?

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