

Creative and Critical Thinking Training Course Outline

Critical Thinking: What Is It? Why Does It Matter?

Understanding the importance of critical thinking and how it differs from other types of thinking (e.g. memorization) are the first steps to improving business decision making. In this introductory lesson, participants will be introduced to six critical thinking skills: interpretation, analysis, inference, explanation, evaluation, and self-regulation.

Right Brain! Left Brain! Brain Sprain!: Understanding Your Preferred Approach

This unit begins with a brief introduction to the physiology of the brain and its impact on thinking. Participants will discover the difference between right-brain and left-brain thinking and assess their preferred approach to processing information.

Get out of the Box: Basic Creative Thinking Skills

This third section encourages participants to challenge assumptions, dispel corporate myths, and question the status quo with the exploration of multiple creative thinking techniques for better problem solving: brainstorming, negative brainstorming, mind mapping, and random words. In this active portion of the training, participants will tackle real-world business problems using a variety of ideation methods.

Beyond Brainstorming: The Osborn-Parnes Creative Problem Solving Method

This advanced segment goes beyond basic creative thinking skills and focuses on a process of solving business problems using six specific steps: objective finding, fact finding, problem finding, idea finding, solution finding, and acceptance finding. When used properly, this method can significantly reduce the time required to discover an innovative and sound solution.

We've Always Done It This Way: Getting Past Nay-Sayers and Other Negative People

Overcoming the mentality of "that's never going to work" is a challenge in any environment. At the conclusion of this course, participants will learn how to sell benefits to guarantee maximum "buy in" to new ideas and processes--even with the toughest crowd.