

LATERAL THINKING SKILLS FOR MANAGERS AND LEADERS:

DEVELOPING BREAKTHROUGH IN CREATIVITY AND INNOVATION

DATE: 25-26 May / 18-19 September 2023
8-9 January 2024
FEE: RM1,350

DURATION: 2 Days
HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

What do businesses need today? A new way of thinking that opens a door they didn't even know existed. A way of thinking that seeks a solution to an intractable problem through unorthodox or rational methods or elements that would normally be ignored by logical thinking. They need Lateral Thinking. Dr. de Bono divides thinking into two methods. He calls one "vertical thinking," which uses the processes of logic--the traditional, historical method. He calls the other "lateral thinking," which involves disrupting an apparent thinking sequence and arriving at the solution from another angle. Developing breakthrough ideas does not have to be the result of luck or a shotgun effort. Dr. Edward de Bono's proven Lateral Thinking methods provide a deliberate, systematic process that will result in innovative thinking.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Create many alternatives which give you options for achieving the purpose
- Be very clear as to where you want to focus your creative energies and what you want as final output
- Find a different and/or better way to seemingly insoluble problems
- Break your thinking patterns to generate new practical ideas
- Constructively challenge your organization's current thinking strategy
- Turn issues into real opportunities.

METHODOLOGY

- The workshop is highly interactive and participative allowing participants to internalize the concepts and knowledge learnt.
- Real life problems in the office will be dealt with for relevance.
- There is a mixture of lectures, role plays, skill practices, discussions, games, group dynamics, simulations, reflective, inductions, incubation and NLP mind programming exercises to integrate learning.

WHO SHOULD ATTEND

- Mid/Senior Manager
- First Level Manager
- Executive/Supervisory

FACILITATOR

Daniel Wong

With more than 28 years experience in the corporate world, out of which 16 years has been spent on coaching and training: teaching Management & Leadership skills, Team Building and Communication Skills - training Companies and individuals on Sales & Marketing, Course Consulting, Neuro-Linguistic Programming (NLP) and Sub-conscious learning skills. And in the process, continually coaching and motivating all his students, staffs and associates to learn, grow and expand their personal paradigms and horizons.

PROGRAM CONTENT

Module 1

Introduction to the Program

- Introducing the workshop objectives & facilitator
- Understanding the Right Brain and Left Brain functions
- Crazy or illogical or stupid?
- Group Activity: Highly creative ice breaker

Module 2

The Importance of Creative Thinking

- The limitations of logical thinking
- The nature of creativity
- Creativity thinking is both a mental and physical activity

Activity: Self-assessment with creativity profile

Exercise: Maximize creativity by using eye movement

Module 3

The Lateral Thinking Techniques

Topic 1: Alternatives

- Generating alternative ideas
 - Advance brainstorming
- Activity: Reverse brainstorming
- How to use 'concepts' as a breeding ground for new idea
 - Creative visualization with mind maps and concepts maps

Exercise: The Elbert Einstein's Techniques

Topic 2 : Focus

- The discipline of defining your focus
- Sharpening your senses
- How to generate and uses a 'creative hit list'

Activity: Video (Self-discipline in focus)

Exercise: Nominal group technique

Topic 3: Challenge

- Breaking free from the limits of the accepted ways of operating
- Heading towards the impossible or illogical
- Turning the impossible to possible

Activity: Collapsing anchors to break free from comfort zone

Exercise: Transcending limitations

Topic 4: Random Entry

- Using unconnected input to open up new lines of thinking

Activity: Entertaining Heterogeneous Competence

Exercise: Random world techniques

Topic 5: Provocation and Movement

- Explore the nature of perception and how it limits our creativity
- How to change perceptions

Exercise: Reframing for change

Module 4

Implementation of Ideas

Topic 1: Harvesting

- Collect all ideas and concepts that are less developed or obvious.
- Harnessing the solutions of another project/problem by association

Topic 2: Treatment of ideas

- How to develop ideas and shape them towards their practical application in your business.
- Develop creative potential by allowing incubation time

Topic 3: Implementation Process

- Task Cycle

Activity: Process Game

Exercise : Process flow Chart/PERT Charting

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 1 (<i>continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 2 (<i>continue</i>)
		End of the day



Day 2

9:00am - 10:30am	:	Module 3
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 3 (<i>continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 4
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 4 (<i>continue</i>)
		End of the day

