

## LATERAL THINKING AND CREATIVITY

LOCATION	DURATION	No. of DELEGATES	COST per person
Off-site	2 days	4 -16	£500.00

**This course will enable you to recognise and utilise your natural ability to think laterally and be creative. This will help you deal with complexity, difficulty and confusion and live, work and play with more energy, enthusiasm and focus**

### OUTLINE

Many of the world's success stories, both in business and elsewhere, are the products of minds which their owners allowed to think and imagine beyond the usual boundaries. Unfortunately the perception of the many is that what organisations reward above all else is conformity in all its forms. Lateral thinking and creativity are usually recognised, rewarded, envied and held up as a good example in hindsight.

In a business world which is increasingly competitive and increasingly controlled it is difficult to find the time or encouragement to use lateral thinking and creativity as part of a day-to-day approach. These skills can thrive under pressure but often do not. Lateral thinking and creativity require some time. Time is what most people at work are short of. So they don't do it.

Allowing your mind to use these natural abilities will enable you to deal with other people in a more relaxed and informed way and to approach difficulties, issues and problems in fresh, imaginative ways. Using your natural creativity will energise you and relax you at the same time. It will help you to find answers and possibilities where others see only blocks and problems. You will deal with difficulties, solve problems and operate at a level of achievement that will baffle others.

### AIM

To be able to use natural creativity and lateral thinking in everyday behaviour.

### OBJECTIVES

- To understand why and how we stifle our creative abilities.
- To learn, or re-learn, how to think laterally.
- To be able to use both sides of the brain effectively.
- To understand how slowing down can contribute to moving faster.
- To tap some of the unused potential in your brain.

### OUTCOMES

- Able to accept that you have the potential and ability to be creative.
- Understand how lateral thinking works and be able to deploy it as a skill.
- Able to use your logic/thinking and intuition/feeling together to inform your decision-making.
- Clearly understand that constant speed and pressure does not make for good practice or best decisions.
- Be able to use more of the potential that you have in practical and useful ways.