

Creative Problem Solving & Decision Making 5 Days

Day One – Creativity Tools

- Improving a product or service – *Reversal and SCAMPER*
- Creating new products, services & Strategies – *Attribute Listing, Morphological Analysis & matrix Analysis*
- Generating many radical ideas – *Brainstorming*
- Making creative leaps – *Random Input*
- Widening the search for solutions – *Concept Fan*
- Looking at problems from different perspectives – *Reframing Matrix*
- Carrying out thought experiments – *Provocation*
- A simple process For creativity – *DO IT*
- A powerful integrated problem solving process – *Simplex*
- Subconscious problem solving

Day Two – Tools for Understanding Complex Situations

- Appreciation
- Drill down
- Cause & Effect Diagrams
- System diagrams
- SWOT analysis
- Risk analysis and risk management
- Porters Five Forces
- PESTLE analysis
- Value chain analysis

Day Three – Problem Solving

- Background
- Definition
- Problem solving styles
- Steps in problem solving
- A personal application and case study
- 10 tips to improve your problem solving

Day Four – Decision Making



- Introduction
- A framework for decision making
- Decision support analysis
- Psychology of decision making
- Communicating a decision

Day Five– Techniques for Effective Decision Making

- Pareto analysis
- Paired comparison analysis
- Grid analysis
- Decision tree analysis
- PMI
- Force field analysis
- Six thinking hats
- Cost/benefit analysis