

## **Strategic Decision Making through Creative Mindset**

Do you struggle to find fresh ideas when faced with tough decisions?

What if you could expand your options instead of feeling stuck with limited choices?

Do you know that creativity and innovation are the keys to effective decision making?

Have you equipped yourself with the skills to apply creative thinking in problem-solving?

### **Introduction**

In today's competitive environment, leaders are often faced with complex problems where the usual solutions no longer work. Creativity plays a crucial role in improving the quality of decisions, as it opens the door to new perspectives and a wider range of alternatives. Rather than relying on repetitive or standardised answers, creative thinking enables us to tackle unique challenges with imaginative solutions. Every problem has more than one possible answer, and it is through creativity that decision-makers can generate innovative ideas, evaluate options, and choose the most effective path forward. However, creativity does not appear by chance—it requires the right mindset. By adopting a creative approach to decision-making, leaders learn how to expand their thinking, move beyond conventional limits, and uncover opportunities that others may overlook. This program is designed to equip participants with the skills and techniques to apply creativity directly in problem-solving and decision-making. Through structured methods and guided exercises, participants will develop the ability to approach challenges with fresh ideas, strengthen their confidence in decision-making, and ultimately enhance their strategic impact within the organisation.

### **Program Objectives**

This program aims to:

- Mindset preparation of creativity in problem-solving
- Train participants to perform decision making effectively.

### **Learning Outcomes**

After completing this program, participants should be able to:

- Conduct an effective decision making

- Apply the proper techniques in decision making
- Think out of the box and apply creativity in decision making.

### Who should attend?

First-line management, middle management, senior management, and anyone who is currently facing a business problem or wants to know how to solve problems creatively and yet structured and well-thought-through to achieve excellent results.

### Methodology

Case studies, forum discussion, role-play, presentations, gamification

### Program Outline

Time	Day One
<b>9.00am– 10.30am</b>	<p><b>Human Decision-Making Process</b></p> <p>The first module exposes participants to how the decision is made. In this module, the participants would be exposed to 8 steps in decision making. The participants would learn the issues and challenges they face in each process.</p>
<b>10.30am-11.00am</b>	<p><b>Morning Break</b></p>
<b>11.00am-1.00pm</b>	<p><b>Problem Identification and Evaluation.</b></p> <p>The participants would learn the psychology of problem-solving, the definition of a problem and its characteristics and a process – DMAIC. In this module, the participants would understand the relationship between Cause-Effect-Symptom-Problem (CESP), characteristics of problem statements, validation process for problem statements and applying guideline for clear problem statements.</p>
<b>1.00pm-2.00pm</b>	<p><b>Lunch</b></p>
<b>2.00pm-3.30pm</b>	<p><b>Decision Making Techniques</b></p> <p>In this module, the participants would be trained to use techniques and tools in decision making. These techniques include nominal group think, DELPHI Technique, Stepladder Technique, Brainstorming, Multivoting, Pareto Analysis, Fishbone Diagram and PMI (Plus, Minus, Interesting).</p>

<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>The Abnormal Ways: The Irrational Decision Making</b></p> <p>In this module, the participants would learn irrational decision making about people. The participants would be exposed to the concept of heuristic, cognitive bias, opt-in, opt-out options and others.</p>
<b>Time</b>	<b>Day Two</b>
<b>9.00am– 10.30am</b>	<p><b>Neuroscience and the Power of the Brain in Decision Making</b></p> <p>Participants would learn the latest developments from neuroscience and the power of your brain for transformation. Participants will be immersed in a new world of infinite possibilities for career and fast organisational growth.</p>
<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-1.00pm</b>	<p><b>The Creative Mindset and Creativity Enabler</b></p> <p>In this module, the participants would learn how to challenge assumptions, focus on customers and activate opportunity thinking. In this module, participants would learn simple methods and techniques to develop creativity. The practical session is conducted to help stimulate the creativity and innovation of participants in problem-solving. Then, the participants would learn to identify ways to promote creative thinking and innovation further.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<p><b>Developing a Creative Decision Making</b></p> <p>This module exposes participants to differentiating divergent and convergent techniques. The participants would learn how to apply the tools and techniques for identifying creative solutions and problem solving and methodology and process to narrow down solutions.</p>
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>Deploying Your Decision &amp; Decision Analysis</b></p> <p>This module helps participants clearly express analysis results, ensure organisational benefit, guarantee maximum buy-in, choose among alternatives, establish &amp; assign weight to objectives to make the best decision.</p>