Decision Making: Thinking Out of the Box

Lack of ideas to continue with some decision making?
Are you having challenges to find more alternatives in decision making?

Introduction

Thinking Out of the Box is a practical, informative and entertaining course of putting strategic marketing to work for your business today. The ability to think outside the box requires above all one thing: creativity. Especially creative people have discovered the approach to "think outside the box" as an immense advantage for various facets of their lives, often as a characteristic that helps them to earn a living. This program equips you with sufficient skills to nurture your creativity and innovation in solution and decision-making process.

Program Objectives

This program aims to:
- Find appropriate solutions to critical issues
- Assure your organisation's continuing survival through principles and techniques of strategic strategy.

Learning Outcomes

After completing this program, participants should be able to:
- Create an organisation's vision without being a visionary
- Conduct an effective solution

Who should attend?

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

Methodology

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

Program Outline

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Time	Day One
9.00am– 10.30am	**Thinking Out Of The Box: What It Is And Why It Matters?** This module enables participants to understand the importance of creative thinking and how it differs from other types of thinking. The participants would be exposed to l Logical thinking versus lateral thinking. In addition, the participants would learn methods to create a culture that encourages creativity
10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**Creativity and "The Box"** The participants would learn the topics including introduction to creativity, role of creativity in our life, creativity – nature or nurture? the-mind-in-the box or the-box-in-the-mind? And the last topics unleash the power of creative thinking
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**The Creativity Mindset** In this module, the participants would learn how to challenge assumptions, focus on customers and activate opportunity thinking.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Impediments to Thinking Out of The Box** In this module, the participants would learn the concept of perception, the method of how to break thought patterns – challenging assumptions and identifying and overcoming creative blocks

Time	Day Two
9.00am– 10.30am	**Basics of Problem Identification** The participants would learn the psychology of problem-solving, the definition of a problem and its characteristics and a process - DMAIC
10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**Elements of Problem Identification** In this module, the participants would learn the relationship between Cause-Effect-Symptom-Problem (CESP), characteristics of problem statements, validation process for problem statements and applying guideline for clear problem statements
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**Developing a Creative Solution Process**

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	This module exposes participants with the differentiating divergent and convergent techniques. The participants would learn how to apply the tools and techniques for identifying creative solutions and methodology and process to narrow down solutions.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Deploying Your Decision & Decision Analysis** This module helps participants to clearly expressing analysis results, ensuring organisational benefit, guaranteeing maximum buy-in, choosing among alternatives, establish & assign weight to objectives in order to make the best decision.

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