

# The Business of Thinking™

## ThinkAbout creative thinking

### Module summary

Every organisation needs ideas. Ideas are the future of the organisation, they are its intellectual property.

Everyone has ideas. Everyone has ideas about the jobs they do and the tasks they are involved in. By improving the way both individuals and groups think, you can dramatically improve the number and 'creativity' of the ideas they have.

This module helps both individuals and groups think 'outside the box'.

### Who should attend?

- ♦ Anyone who needs to think creatively on the job
- ♦ Anyone who needs good ideas
- ♦ Anyone involved in innovation
- ♦ Individual contributors and entire teams

### Prerequisites

Participants need to have attended the Start Thinking™ workshop or have received an in-depth debrief of their HBDI™ profile.

### Typical time investment

4 hours

### Learning outcomes

At the end of this module participants will be able to:

- ♦ use the Whole Brain Model® as a way of understanding creativity and the creative process
- ♦ explain the 4 stages of the creative process
- ♦ use the Whole Brain Creator
- ♦ use the 9 power tools to generate ideas
- ♦ generate ideas by themselves
- ♦ work as part of a creative team.

### Key activities

- ♦ Whole Brain review
- ♦ The Whole Brain Creator
- ♦ The 9 power tools
- ♦ Generating ideas using the Whole Brain Creator

better results through better thinking

Africa / Americas / Asia / Australia / Europe



# Module topics

## Introduction

- ♦ Reviews the application of skills from any previous module
- ♦ Reviews understanding of the Whole Brain Model®
- ♦ Answers any outstanding questions or issues

## ThinkAbout creative thinking

- ♦ Overviews the module content
- ♦ Highlights the learning outcomes
- ♦ Highlights the importance of this module

## Thinking preferences and creative thinking

- ♦ Applies the Whole Brain Model® to creative thinking
- ♦ Shows the impact that individual thinking preferences have on the creative process
- ♦ Focuses on individuals and what they like doing

## The Whole Brain Creator

- ♦ Overviews the 4 step process of creative thinking
- ♦ Introduces the Whole Brain Creator
- ♦ Explores the process in detail

## The 9 power tools

- ♦ Explains how to think differently at different stages
- ♦ Demonstrates the 9 power tools
- ♦ Shows how they work together creating an entire process

## Creative thinking exercises

- ♦ Practises using the Whole Brain Creator and the 9 power tools
- ♦ Builds skills and awareness in thinking creatively
- ♦ Enhances teams' ability to generate ideas

## On-the-job application

- ♦ Initiates the transfer of skills to the job, in specific situations

## Module summary

- ♦ Reviews the module content
- ♦ Reinforces the key learning points



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The Originators of Whole Brain Technology™ and the Creators of the Herrmann Brain Dominance Instrument (HBDI)™

### Africa Headquarters

PO Box 12801, Queenswood, 0121.

Phone: 012 807 2194

Herrmann International Africa Pty Ltd. Co Reg 2000/029620/0

