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Presents

# CREATIVE PROBLEM SOLVING



# CORE PRINCIPLES OF CREATIVE PROBLEM SOLVING

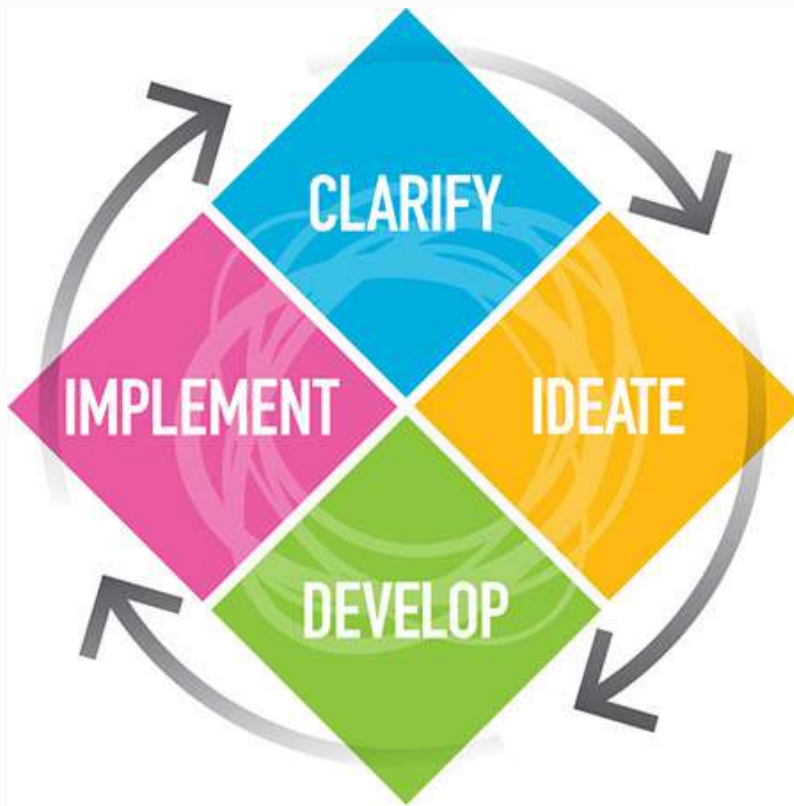
## CPS BEGINS WITH TWO ASSUMPTIONS:

- Everyone is creative in some way.
- Creative skills can be learned and enhanced

## THE CORE PRINCIPLES ARE:

- **Divergent and Convergent Thinking must be balanced**  
Keys to creativity are learning ways to identify and balance expanding and contracting thinking (done separately), and knowing when to practice them.
- **Ask Problems as Questions**  
Solutions are more readily invited and developed when challenges and problems are restated as open-ended questions with multiple possibilities. Such questions generate lots of rich information, while closed -ended questions tend to elicit confirmation or denial. Statement tend to generate limited or no response at all.
- **Defer or Suspend Judgement**  
As Osborn learned in his early work on brainstorming, the instantaneous judgement in response to an idea shuts down idea generation. There is an appropriate and necessary time to apply judgement when converging.
- **Focus on "Yes, and" rather than "No, but"**  
When generating information and ideas, language matters. "yes, and" allows continuation and expansion, which is necessary in certain stages of CPS. The use of the word "but" - preceded by "yes" or "no" - closes down conversation, negating everthing that has come before it.

WHEN YOU LEARN CPS, YOUR WORLD OPENS UP. YOU HAVE THE TOOLS TO MEET CHALLENGES HEAD-ON



**STAGE**

**STEP**

**PURPOSE**

**CLARIFY**

**Explore the Vision**  
**Gather Data**  
**Formulate Changes**

- Identify the goal, wish, or challenge.
- Describe and generate data to enable a clear understanding of the challenge.
- Sharpen awareness of the challenge and create challenge questions that invite solutions.

**IDEATE**

**Explore Ideas**

- Generate ideas that answer the challenge questions.

**DEVELOP**

**Formulate Questions**

- To move from ideas to solutions. Evaluate, strengthen, and select solutions for the best "fit"

**IMPLEMENT**

**Formulate Plan**

- Explore acceptance and identify resources and actions that will support implementation of the selected solutions.

# BRAINSTORMING

Brainstorming, originally coined by Alex Osborn (The "O" from the ad agency BBDO), is often misunderstood as the entire creative problem solving (CPS) process. However, it is not. Brainstorming is the divergent thinking phase of the CPS process. It is not simply a group of people in a boardroom coming up with ideas in a clean, divergent method. This can be done as an individual or group, or through a crowd-sharing process.

The secret to creating the best new ideas is to separate your divergent thinking from your convergent thinking. This means generating lots and lots of options before you consider evaluating them.

Brainstorming is best achieved by following the Guidelines for Divergent Thinking :

- **Defer Judgement** - Avoid making judgements about ideas in the divergent thinking phase.
- **Combine and Build** - Use one idea to help spur other ideas, then build, combine, and improve those ideas.
- **Seek Wild ideas** - Stretch your imagination to create wild ideas. While these ideas may not all work, allowing yourself to think way outside of the box gives you room to discover extraordinary ideas.
- **Go for Quantity** - Take the time necessary and use the tools in this guide to generate a substantial list of potential options (50 or more).

Once your brainstorming is complete, then it is critical to converge upon the best ideas using the Convergent Thinking Guidelines.

*Springboard is your fast track to a deliberate creativity process for solving problems and capitalizing on opportunities. You'll learn the Creative Problem Solving (CPS) Process, the research-based gold standard of creativity methods, and be exposed to the Four sight framework which can help you understand how you and your teammates approach challenges.*

You will experience hands-on activities, real-world examples, and a variety of divergent and convergent thinking tools to give you the skills you need to advance your personal and professional goals.

### **In this course you will :**

- Recognise and overcome blocks to creativity
- Identify attitudes and behaviours conducive to creative thinking
- Apply core concepts of creative thinking
- Utilise a variety of divergent and convergent thinking tools
- Apply the CPS method to may simulated or real situations
- Consciously be creative when facing problems and opportunities.

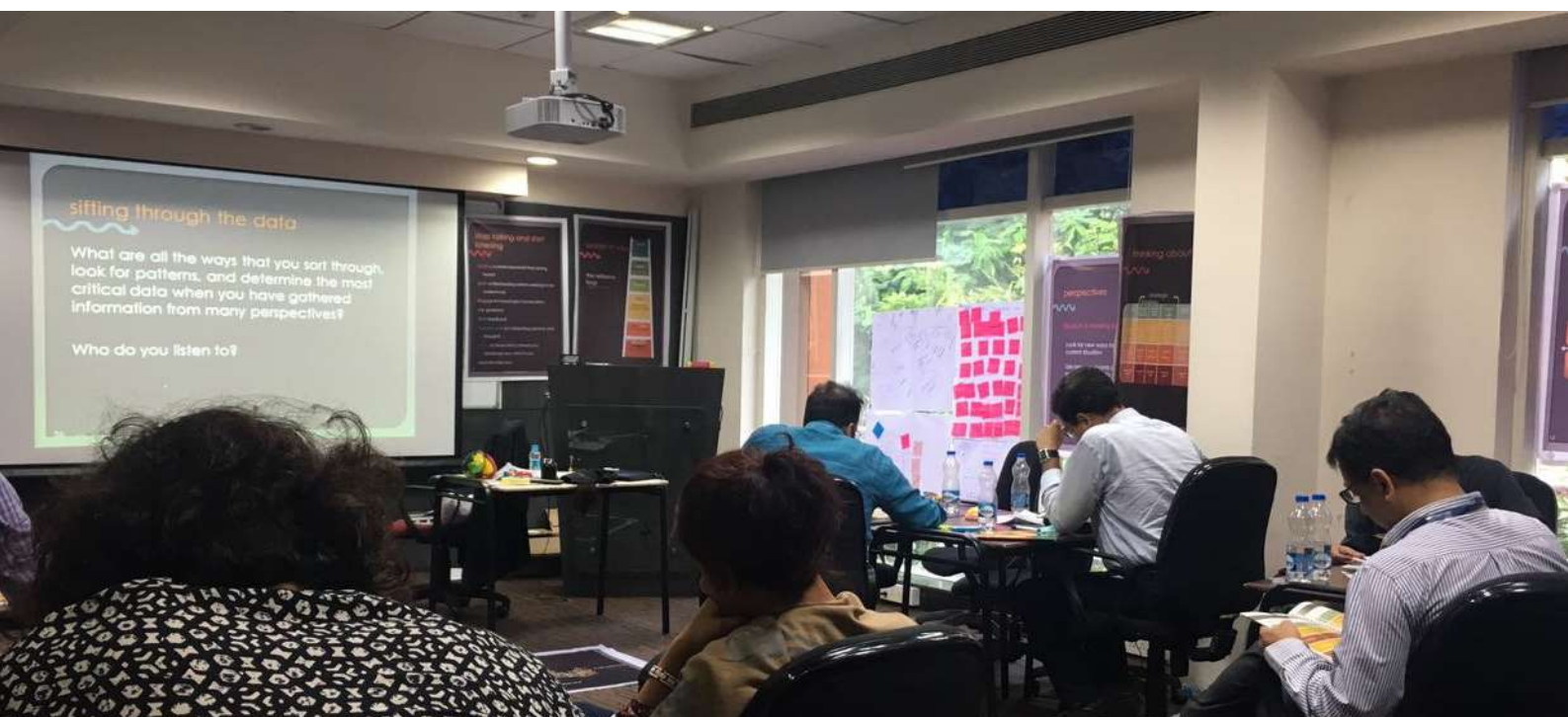


## CPS TOOLS AND TECHNIQUES

This program helps you deep-dive into the CPS process, adding more tools to your repertoire. You will gain a clear understanding of which tools to use at each stage of the CPS process, as well as how to modify them to fit your session objectives or add a bit of creative flair. You will also learn a variety of energizers and fun grouping games to keep your sessions engaging and interactive. In this fast paced course, you will learn through small and large group work, including round robin sharing and show-and-tell exercise.

### In this Course , you will:

- Explore a variety of divergent and convergent techniques for individual and group problem solving.
- Learn how and where to apply different tools within the CPS process
- Practice facilitating tools
- Discover how to create and adapt tools



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