

Creative Thinking & Problem Solving

Patricia Seabright



Patricia is an expert on selling influencing, presenting and communication particularly in sales and commercial environments. She has run her own consulting and training business for 8 years. During that time she has developed and honed programmes in the areas of sales, communication, negotiation, strategic influencing, and presentation skills. She has worked with clients ranging from Global corporations to new start ups.

Her expertise is founded on a successful career in sales management with some of the top global companies such as Coca-Cola and Procter and Gamble in the UK.

Her style is highly inter-active and challenging and places a great emphasis on practical applications of programme concepts.

Programme Outline

Creativity isn't just for ad agencies and artists! And it isn't innate; it can be learned. This business creativity programme is designed to free people's minds to break out of corporate "group think" and address thinking and problem solving with fresh perspectives. This programme is delivered via identifying issues and applying the techniques taught.

Programme Topics

- **Barriers to creativity - What is it that stops us being creative?**
 - Organisational factors and constraints?
 - Our own mind sets and paradigms?
 - No time to think!
- **Left brain & right brain**
 - Different types of thinking
 - Logic and intuition
 - Convergent and divergent
 - Inductive & deductive reasoning
- **Understanding the issue**
 - Root cause analysis
 - Why? Onion peeling techniques
- **Creativity techniques - how, why and when to use them**
 - Discontinuity
 - Mind mapping
 - 6 Thinking hats
 - Simile and analogy
 - Random connections
 - SCAMPER
- **Problem solving techniques - how, why and when to use them**
 - Upside down thinking
 - Cause and effect
 - Root cause analysis