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## CREATIVITY TRAINING IN ORGANISATIONAL SETTINGS

**Because leaders may want to develop in themselves and others the habit of changing perspectives on business problems.**

*Focus on the cognitive processes underlying the creative process: problem identification and idea generation.*

*Focus on improving the creative attitude and the belief in one's ability to be creative.*

*Focus on how to work within constraints of resources, time and skills.*

Experimenting  
to see  
opportunities  
where others  
don't.

Repeating what was  
successfully done in  
the past means  
survival. To achieve  
breakthrough, we  
need to engage in  
new activities and  
situations.

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## TAKE-AWAY

Self-management techniques to  
think out of the box.