

## Creative thinking - short course

This training starts on: 09-12-2019

**Location:** Sint Oedenrode  
**Price:** 625,00 euro excl. VAT  
**Duration:** 1 day  
**Contact:** [training@hightechinstitute.nl](mailto:training@hightechinstitute.nl), +31 85 401 3600

### Overview

Creativity is one of the top three skills professionals need. With the avalanche of new products, new technologies and new ways of working, tech workers have to become more creative in order to succeed in an ever-changing, complex world (World Economic Forum). [Read more here.](#)

Your project group is coming up with the same old ideas all the time, running in a circle. The first idea mentioned by that one person who always takes the first word and his continuously dominant presence is being considered as THE idea to go with. Feelings run high, people in the project group start to mentally check out...The De Bono method of creative thinking called Lateral Thinking allows you to overcome these types of deadlocks in a matter of time.

Working with the most dominant idea becomes working with all creative minds present, with a whole lot of new groundbreaking ideas.

Our creative or lateral thinking course is a highly practical training in thinking out-of-the-box by using your creativity. During the course participants learn how to generate a spectacular number of new ideas in a structured and simple way, even if they consider themselves to be not creative at all. Lateral thinking is developed by Edward de Bono. You will learn to avoid the pitfalls of ordinary brainstorming sessions and how to turn an unpromising creative idea into an idea that is both practical and valuable. During one of the numerous practical exercises a small 'think tank' is held in which a problem of one of the participants may be solved.

On creative thinking, a Full course (2 days) and a short course (1 day) is available.

The Full course will be a healthy combination of knowhow and full application of the theory, so you will be able to effectively lead brainstorm sessions. Experiencing creative (lateral) thinking by first hand and in a safe environment is an important key to success for using it in daily practice.

This short course focuses on the basic theory of creative thinking, so participants can immediately apply their new knowledge in their working environment.

Also read the interview with lecturer Rex Bierlaagh: 'Creativity is the skill for the future'.

### Intended for

This course of one day is intended for everyone who is in need for structured creativity and new innovative concepts.

### Objective

After the short course participants will:

- Be able to think out-of-the-box with three simple and effective thinking techniques;

Information is subject to change. Please contact [High Tech Institute](#) for the latest course information and time schedule.

### Partner

#### Certification

Participants will receive a High Tech Institute certificate for attending this training.

#### Course leader

Hans Vink MSc

#### Teacher

Rex Bierlaagh MSc

#### Timetable

09-12-2019 | 09:00 - 18:00

- Understand the logical need for creativity;
- Be able to use the structured creativity process;
- Be able to set a clear focus;
- Be able to cope in a surprisingly simple manner with long-term problems that have been dragging on and were considered insoluble;
- Be inspired to produce a spectacular number of new ideas;

## Programme

Lateral thinking is a skill; doing it is the best way to learn this skill. The participants are working in learning teams. Each participant will make his own list of subjects he wants to generate ideas for. This list will be used during the training in a way that participants experience how the skills and the process can be applied in the real-life environment!

Contents:

The 2 out of 4 Lateral thinking steps:

- Clearly defining the focus;
- Three creativity techniques to think out-of-the-box, (Alternative, Challenge, Random Entry) with the aim for idea generation;
- Develop your learning plan for after the training.

## Methods

Lectures, exercises, discussions and teamwork. Course material: workbook and materials to be used during and after the training.