

CREATIVE THINKING

BUILDING A GROWTH MINDSET

Non-Credit Bearing

Think beyond limits and drive meaningful change

Creative thinking is the ability to break free from conventional patterns, challenge assumptions, and approach problems with fresh, innovative solutions. In an era of constant transformation, organisations that harness creative thinking don't just keep up - they lead. They adapt, solve complex challenges, and drive meaningful impact. Yet many professionals struggle to unlock their creative potential due to limiting beliefs and mental barriers.

This course will help you break through those barriers by deepening your understanding of creativity and innovation, while developing a resilient mindset that embraces experimentation and calculated risk-taking. Through hands-on activities, real-world case studies, and collaborative discussions, you will gain actionable strategies that can be applied immediately. You will leave equipped with the tools, techniques, and confidence to ignite your creativity, solve problems innovatively, and inspire a culture of continuous improvement in your workplace.

WHO SHOULD ATTEND

- Business leaders and managers looking to foster a culture of creativity and innovation within their teams
- Team members and collaborators who want to improve problem-solving and contribute innovative ideas
- Entrepreneurs and innovators aiming to differentiate their businesses with unique strategies
- Professionals in any industry who want to build confidence in their creative abilities and embrace a mindset of continuous learning

HOW YOU WILL BENEFIT

- Unlock your creative potential – generate unique ideas that drive business success
- Overcome mental barriers – recognise and challenge cognitive biases that limit creativity
- Embrace a growth mindset – view failures as opportunities for learning and innovation
- Enhance collaboration – work effectively with diverse teams to co-create innovative solutions
- Apply creativity to real challenges – use proven techniques to solve complex workplace problems
- Develop a personal innovation plan – leave with an action plan to sustain creativity and innovation beyond the course

Two-day course 08:30 - 16:00

Tel: (031) 267 1229

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WHAT WILL BE COVERED

Introduction to creativity and innovation

- The importance of creativity in driving business success
- The key differences between creativity and innovation

Developing a creative mindset

- Identifying your unique creative style
- Overcoming mental blocks and limiting beliefs
- Developing a growth mindset to embrace challenges and failures
- Enhancing curiosity and continuous learning

Creativity tools and techniques

- Brainstorming methods: mind mapping, SCAMPER, brainwriting, and the 'Worst Possible Idea' technique
- Applying design thinking for user-centred problem-solving
- Using lateral thinking to break conventional patterns

Building an innovative workplace culture

- Encouraging experimentation and calculated risk-taking
- Enhancing collaboration through cross-functional teamwork
- Implementing continuous improvement cycles

Personal innovation action plan

- Self-assessment: identifying areas for growth
- Setting creativity and innovation goals
- Creating a sustainable plan for continuous development

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