



Date of Commencement: 6, 8, 13 & 15 Sep 2011

Duration: 4 evening sessions

Time: 7.00pm - 9.30pm

Venue: IACT College

Fees: RM350 per participant

HRDF Training Grant: SBL

"Imagination is more important than knowledge" – Albert Einstein. Today's global business environment is such that managers cannot afford to ignore creativity. We need to improve the thinking efforts of our employees in order to be competitive and stay ahead in business. All people are born with creative skills but most people lose these skills in their adult lives.

This program aims to enable participants to think afresh and expand their creative potential.

### Objectives:

Upon completion of this course, participants will:

- appreciate the importance of creativity in the face of globalization.
- understand the difference between creative and analytical thinking.
- identify barriers that stifle creativity.
- gain fresh perspectives on the potential capabilities of the human mind.
- explore techniques of idea generation.

### Contents:

- Creativity – key to survival in today's competitive environment.
- The brain and human potential I.Q, E.Q, A.Q  
Left Brain, Right Brain  
Vertical and horizontal thinking.
- Barriers impeding creativity.
- The power of groups Techniques of idea generation Brainstorming, Mind mapping  
Characteristics of creative people.
- Enhancing our creative potential.
- Thinking outside the box.
- Creative ideas in action.

**Suitable for individuals (Managers, executives and supervisors) who keen to learn more on creative thinking**