



**Are you good at  
thinking “outside the box” ?**

**Try this crossword puzzle**

**Across**

1. Vegetables
2. Female sheep
3. Lay eggs
4. Oceans
5. For dropping

**Down**

1. A blow or hit
2. Judy’s friend
3. For making holes
4. A party drink

1	2	3	4
2			
3			
4			
5			

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# Creativity –

## A gold mine that never runs out

Creativity is the key to Innovation

Innovation is the key to Success

"Discovery consists of looking at the same thing as everyone else and thinking something different."

*Albert Szent Gyorgi.*

"If you can dream it, you can do it."

*Walt Disney.*

"Innovation is the central issue in economic prosperity"

*Michael Porter, Harvard Business School*

"The ability to learn faster than the competition is often the only sustainable competitive advantage a company can have"

*Arie de Geus*

"Never forget that only dead fish swim with the stream."

*Malcolm Muggeridge.*



## The Creative Problem Solving Seminar

All of us are creative; not all of us are equally adept at using our creativity in an effective and productive manner. Training and practice can make a very significant improvement in our abilities to generate new and exciting solutions to problems both at work and at home.

**The aim of the Creative Problem Solving Seminar is to "de-mystify" creativity; to demonstrate to participants that everyone is creative, that everyone can come up with good ideas and that coming up with creative ideas and producing innovative solutions are processes that can be greatly enhanced by training and practice.**

Participants will be taught systematic methods for harnessing creative energies:



Structuring the work environment to support creative thinking.



Techniques for generating (brainstorming), evaluating, and selecting ideas.



Techniques for improving and developing ideas.



Practical “do”s and “don’t”s.

A major portion of the seminar involves coaching and supporting the group in working through actual concrete, relevant assignments or problems using the techniques presented.

Length: 3 days

Participants: 7 – 20







Professional fees: \$ 8000

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## CREATIVITY SEMINAR PROGRAM





### Day 1

-  Introduction.
-  Creativity is everywhere. We are all creative.
-  Let's stop being our own worst critics.
-  Asking the right questions is a skill and an art.
-  Following some simple rules changes everything.
-  Mind-sets and expectations. A group project.

### Day 2




Creativity nearly always begins with a challenge, a task or a problem that needs solving.

“Formulating a problem is often far more important than searching for a solution; which may simply be a matter of mathematics or experimentation.” *Albert Einstein.*




-  We can change our level of abstraction, and suddenly. . . .
-  Applying what we've learned. Thinking “out of the box”.
-  We often stop the creative process too early. We tend to produce small, incremental improvements instead of creative leaps. Let's go 3D: “Break it or make it.”
-  Fun is important. If it feels heavy and stressful – it ain't gonna work.

### Day 3

Warming up is a necessary preliminary to creative work.

-  The guessing competition.
-  Sensing, feeling, mobilization and contact.
-  Getting in touch with our feelings.

Practice makes perfect. Having a system helps too.

-  Brainstorming on paper
-  Brainstorming out loud in a group
-  Reverse Brainstorming



## **Ilan Wolffberg**

American psychologist. Master of Management Science.

Ilan started his career as a psychology instructor at Stevens Institute of Technology in New Jersey. He subsequently moved to Europe and worked as an Outward Bound instructor in the UK, after which he introduced and represented Outward Bound outdoor leadership training in Denmark. He then worked for five years as an industrial psychologist at the Danish Technological Institute, working with general leadership training as well as with quality circles, on which he has published two books.

In 1990 Ilan established Scandinavian Team Training. He was a pioneer in the teaching of teamwork in Denmark, using new teambuilding techniques and experiential training.

Ilan has carried out teaching and training activities throughout Europe and in the USA. His focus has been on teaching leadership and creativity to managers and on making teams function better. One of his particular specialties is the training of product development teams.

Ilan has worked with managers and industrial project teams in USA, Denmark, Sweden, England, France, Germany, Spain, Greece, Belgium and Hungary.

In 2005 Ilan became a certified Gestalt therapist, specializing in couples' therapy. He uses the intellectual framework from Gestalt theory in his HR and industrial training, to focus on raising awareness of the issue at hand, bringing the problem into focus, and working on behaviors and problems in the here and now.

More information at:

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