



# Creative Problem Solving CPS The Whole Brain Way

Engage the power to dominate!

## THE CREATIVE PROBLEM SOLVING WORKSHOP (CPS)...

is designed for the professional who wants to develop skills in Whole Brain Creative Problem Solving.

CPS is based on the HBDI™ (Herrmann Brain Dominance Instrument), the Whole Brain Model, and extensive research in Creativity and Problem Solving. In the course, participants will learn about Thinking Style Preferences and how they impact Creativity. Participants will discover that Creativity is not the domain of a lucky few, but actually a Whole-Brained affair!

## CREATING PROFESSIONALLY

Ideal for individuals and teams in today's corporate environment, this workshop highlights:

- The importance of affirmation
- Development of personal creativity
- Creative thinking tools
- Applying creative thinking to real problem situations

The CPS Workshop provides the knowledge and skills needed to understand human behavior and interactions from a fresh perspective that ignites "a can do - bring it on" corporate environment.

## THE THINKING FACTOR

Thinking Style Preferences impact the role Creativity plays in solutions. "Whole Brain Creativity" is based on the well-known work originated by Ned Herrmann.

The CPS Workshop combines the Whole Brain concept with research developed by Creativity experts. Together, they forge effective tools and applications for problem solving. The CPS Course has been featured by The American Creativity Association.

## WHO SHOULD ATTEND?

Individuals, leaders, managers, and professionals who wish to establish a productive workforce, foster creativity, build effective teams, improve communication, understand their customers, and provide fresh, innovative solutions should attend.

Private and public organizations of all sizes benefit.

- Fortune 500 companies
- Small businesses
- Non-profit organizations
- Colleges & universities
- Public school systems
- Professional practices
- Federal government agencies
- State & local governments
- Military services
- Trade associations
- Internal organizations

## LEARNING OBJECTIVES

Participants will learn to:

- Understand the impact of Thinking Styles on Creativity and Problem Solving
- Identify tools for problem definition, idea generation, selection, and application
- Be more accepting of new, "crazy" ideas
- Maximize strategies for team and group Creativity and Problem Solving
- Apply tools and techniques to real, relevant problems

## POPULAR APPLICATIONS

CPS has proven effective for:

- Problem Solving
- Communication
- Team Building
- Research & Development
- Organizational Change
- Understanding Customers
- Managing Creativity
- Professional Development
- Conflict Resolution
- Diversity

## USING YOUR NEW TOOLS

A great many tools will be at your disposal after you have completed the CPS Workshop...tools that can be applied to both professional and personal environments. Tools and techniques that tap all of the brain modes will have been presented and practiced. You will leave with an entire, practical, tool-kit that will unleash your creative brainpower!

- Optimize mental preferences in creative solutions
- Organize Whole Brain teams
- Accomplish tasks and build on group diversity
- Define a self-development plan
- Develop skills in "imaging"
- Diagnose and define different problem solving approaches
- Develop creative problem solving techniques and tools for idea generation and selection

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