



Creative Problem Solving

Too often we move straight to trying to solve a problem without effectively defining what the problem is – according to a quote attributed to Albert Einstein, “if I had an hour to solve a problem I’d spend 55 minutes defining the problem and identifying alternatives and 5 minutes solving it”. This session will go through creative problem solving processes that encourage expansive thinking in defining and solving problems in order to create new opportunities for individuals, teams, and organizations. We use a combination of a couple of models: SIMPLEX and a process outlined in Dan’s Heath’s book, *Decisive*.

Outline

- Harnessing Creativity in Problem Solving
 - Skills and activities to improve creative thinking skills
 - Creativity- Knowledge, Imagination, Evaluation
 - Shifting your view

- Form the Problem
 - Perceived vs. real
 - Problem finding/widen your options
 - Fact finding

- Form the Solution
 - Enhancing idea finding for yourself, for others, for your team
 - Traps for leaders and teams
 - Evaluating and selecting solutions
 - Attain some distance & test
 - Create the plan

- Implement the Solution
 - Gain acceptance
 - Prepare to be wrong
 - Implement

Outcome: Identifying barriers in thinking when trying to solve problems and understanding a more thorough approach to problem definition, form solutions, and implementations. This process can be used on the smallest of issues to the largest.