

CREATIVE FOCUS®

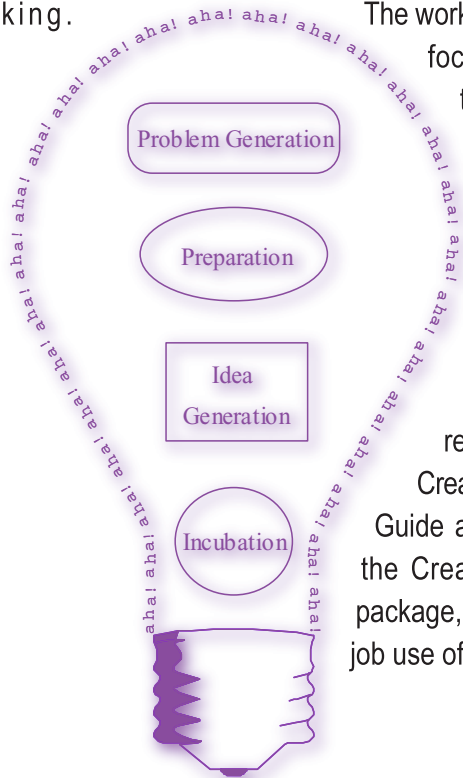
CREATIVE PROBLEM SOLVING SKILLS & TOOLS

Today's environment demands creative solutions. In this unique one-day workshop, you'll use our proven Creative Focus processes to generate new solutions to your toughest business challenges, and put the positive force of new ideas to work. You'll learn new tools, techniques, and strategies to be a more creative problem solver, and help your team increase its capacity for innovation.

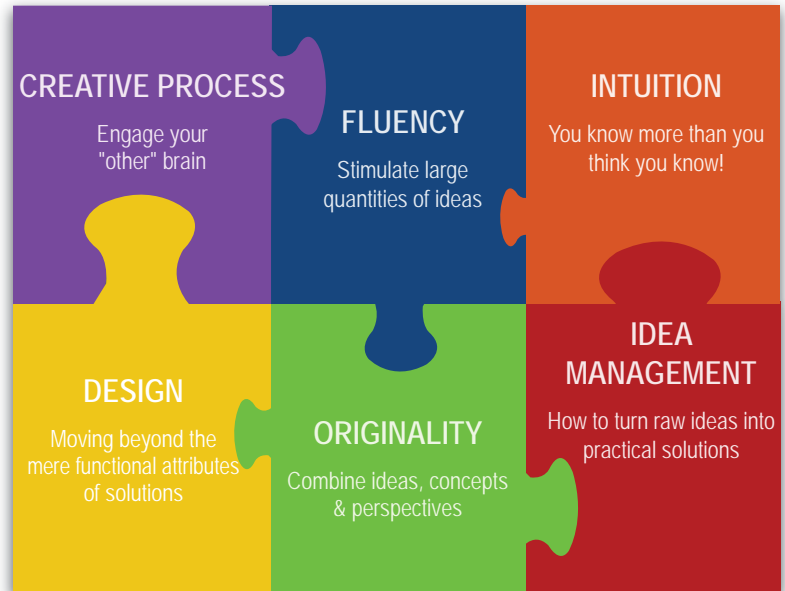
Tomorrow's winners will be people who can go beyond left-brained thinking. If you can't think in new ways about problems and challenges, you'll be stuck in the past. Tomorrow's winners will be people with the full range of problem-solving skills:

- Not just implementers, but also *creators*.
- Not just number crunchers, but also *meaning makers*.
- Not just the details, but also the *big picture*.
- Not just function, but also *design*.
- Not just logic, but also *intuition*.
- Not just observers, but *pattern recognizers*.

Creative Focus equips you with the skills, exercises and tools to be intentional about right-brained problem solving and decision making.



The workshop is very results focused - you'll learn the Creative Focus techniques, and then apply them to real problems and issues of concern to you and your organization. In addition, you'll receive the 110 page Creative Focus Concepts Guide and Workbook, plus the Creative Focus e-tools package, for effective on-the-job use of Creative Focus.



Creative Focus Results:

- Transform your problems into a framework that facilitates creative solutions.
- Use the principle of incubation to give yourself many opportunities to be inspired in seeking solutions.
- Learn new mental models for sizing up situations and seeing the big picture.
- Generate new ideas using the best tools for creative thinking.
- Learn how to develop your intuitive problem solving abilities.
- Generate new options when existing ways won't work.
- Use pattern recognition techniques to develop new insights and perspectives about a problem or situation.
- Know when to act on your instincts and when to stop and analyze.
- Learn strategies to coax creative solutions from non-creative people.
- Effectively prioritize and evaluate ideas in groups.
- Turn your creative ideas into solution plans.

"I really enjoyed this class. I'm a SUPER left brainer (engineering background) and found these tools to be a great way to go beyond the mere obvious for truly creative solutions. Thanks again!"

Jessica Fernandez
Senior Engineer
Beckman Coulter, Inc.



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What You Will Learn...

- How to determine whether a problem needs creative solutions instead of traditional approaches.
- The Creative Process: 5 critical elements that initiate effective right-brained thinking.
- How to deliberately 'suspend' your habitual thought patterns to allow innovative ideas to emerge.
- The Creative Working Question: How to view your issue from five different perspectives.
- Creative Fluency: Three tools you can use to generate a large quantity of ideas.
- Why you should never, ever use brainstorming as an idea generation technique.
- When to call in the COPS (Creative Operating Procedures) to guarantee innovative ideas.
- How to build your intuition skills and apply intuitive problem solving methods.
- Concept Generator: How to go deep into an idea to find alternative ideas, concepts, and solutions.
- Creative Originality: Learn to create original solutions by combining ideas and inputs.
- How to increase your chances for inspiration in solving difficult problems.
- How to use the principles of creative design to turn adequate solutions into extraordinary ones.
- Experience the results of Creative Focus tools by applying them to your high-priority issues during the workshop.
- How to lead a group through the creative process quickly and easily.
- How to apply evaluation methods to choose promising ideas for refinement and developments.
- How to determine the best new ideas and create development and implementation strategies.

