

Creative Problem Solving Basics 3-Hour Offering

COURSE OBJECTIVE: To apply the key principles of Creative Problem Solving to both personal and professional challenges.

CAPABILITY OBJECTIVES: After taking the course, participants will be able to:

- More effectively define the right problem to solve
- Quickly generate a broad range of solutions approaches
- Write ideas in a way that improves their likelihood of being implemented

TARGET AUDIENCE: This training is designed to introduce all members of an organization to the Creative Problem Solving process.

COURSE OVERVIEW: A three-hour, hands-on introduction to the Creative Problem Solving process, based on Min Basadur's Simplex model. Participants will have the opportunity to apply the key principles of CPS with their peers on a personal challenge before considering how to apply back on the job.

SPECIFIC TOPICS:

- The three distinct phases of the Creative Problem Solving process
- The importance of deferring judgment during all steps in the CPS process
- The power of the "How Might We" statement for effective problem definition
- Engaging peer resources dig deeper during problem definition and idea generation
- Setting a clear intention to take action on top ideas

Creative Problem Solving Essential Tools 2-Day Offering

COURSE OBJECTIVE: To strengthen your Creative Problem Solving skills using a broad range of proven tools that can be applied to "any problem, any time, any where."

CAPABILITY OBJECTIVES: After taking the course, participants will be able to:

- Clearly define the most important problems that must be solved to address your current business challenge.
- Apply proven problem solving tools to create a identify a variety of long- and short-term solutions.
- Develop an action plan that ensures organizational alignment and proactively addresses barriers to implementation.

TARGET AUDIENCE: Anyone interested in learning a structured approach to engage their multifunctional teams and peers in effective problem definition and solution approaches for complex business challenges.

COURSE OVERVIEW: A hands-on immersion in the creative problem solving process that has been used successfully applied to a wide range of business, technical, and organizational challenges. Provides a comprehensive toolbox with supporting templates, detailed instructions, and design workbooks that participants can use back on the job with their teams. Participants will experience the complete CPS process – Problem Definition, Ideation, and Action Planning – on a business relevant case study.

SPECIFIC TOPICS:

- Using the Level of Ambition approach for defining the right scale of change and timing requirements for an innovation challenge
- Using Why-Why-Why, Gap Analysis, and Nine Windows Analysis to fully define the challenge and identify alternative solution approaches
- Three approaches to brainstorming that maximize the quantity and quality of ideas from the solving team
- Advanced problem solving tools that enables all participants to "think outside the box"
- Idea evaluation and selection tools that incorporate stakeholder feedback to increase likelihood of implementation
- Rapid-fire action planning using displayed thinking techniques

Creative Problem Solving Facilitation 1-Day Offering

COURSE OBJECTIVE: To improve your team's innovation effectiveness by intentionally leveraging their diversity of thinking styles and collective knowledge while applying the Creative Problem Solving process to tough business challenges.

CAPABILITY OBJECTIVES: After taking the course, participants will be able to:

- End-to-end design of a Creative Problem Solving session, including stakeholder engagement, pre-work preparation, selecting the right CPS tools, agenda planning, and post-session implementation of top ideas.
- Apply principles from Cognitive Science to leverage individual thinking and personality styles to maximize the team's group problem solving effectiveness.
- Lead teams through the Creative Problem Solving process using proven facilitation tools and techniques.

TARGET AUDIENCE: Anyone interesting in leading teams through a structured approach to problem definition, solution finding, and action planning against complex business challenges.

COURSE OVERVIEW: Successfully lead your team through the Creative Problem Solving process. Learn strategies for maximizing team innovation effectiveness: balancing individual vs. team activities; use of displayed thinking; identifying and leveraging individual thinking styles; Creative Problem Solving workshop design principles and agenda planning.

SPECIFIC TOPICS:

- How individual thinking styles and the "Big 5" personality factors impact team innovation effectiveness.
- Workshop design and facilitation techniques that overcome common barriers to team innovation effectiveness.
- The importance of displayed thinking as a key enabler of the Creative Problem Solving process.
- Tips and tricks for sustaining team energy throughout the Creative Problem Solving process.
- How to engage key stakeholders before, during, and after the workshop to increase the likelihood that top ideas will be successfully implemented after the workshop.

Creative Problem Solving for Managers 1-Day Offering

COURSE OBJECTIVE: To improve your organization's innovation effectiveness by reapplying best practices from the world's most innovative companies.

CAPABILITY OBJECTIVES: After taking the course, participants will be able to:

- Assess the effectiveness of your company's current innovation processes and organizational design, as compared to the benchmarks set by PDMA's Outstanding Corporate Innovation program¹.
- Identify which innovation climate factors are limiting your organization's innovation effectiveness, and define specific behaviors to overcome these barriers.
- Apply the Creative Problem Solving process to develop focused innovation strategies and programs that are clearly linked your organization's long-term business goals.

TARGET AUDIENCE: Leaders of others who are interested in improving their company's work processes, organizational design, and daily practices to drive sustainable innovation results.

COURSE OVERVIEW: Understand the leader's role in energizing and enabling the innovation processes within an organization.

SPECIFIC TOPICS:

- The five common design elements of a successful front end of innovation process.
- The nine climate factors that support or hinder organizational innovation effectiveness.
- The role of the Creative Problem Solving process in driving top-down clarity on business goals and innovation strategy.
- Specific leadership behaviors that create and maintain organizational "space" for innovation work.
- How to act as a key sponsor before, during, and after a Creative Problem Solving workshop to help ensure the output delivers long-term business results.

Customer Driven Innovation / Design Thinking

1- or 2-Day Offering

COURSE OBJECTIVE: To develop high value-added products and services by actively engaging the customer in the design process.

CAPABILITY OBJECTIVES: After taking the course, participants will be able to:

- Design and conduct customer interview in a way that engenders deep empathy and uncovers important unmet needs.
- Identify potential changes to the existing offering to improve their value proposition.
- Apply the Creative Problem Solving toolbox to generate both incremental and breakthrough ideas
- Develop rapid prototypes to test an idea with customers quickly and inexpensively.
- Solicit customer feedback in an unbiased way that strengthens top ideas and eliminates weak ideas from further consideration.

TARGET AUDIENCE: Anyone interested in learning a structured approach to actively engaging their customers and consumers in the development of new products and services.

COURSE OVERVIEW: A hands-on immersion in the Design Thinking process that has been used successfully to solve both Business-to-Consumer and Business-to-Business innovation challenges. Provides a comprehensive toolbox with supporting templates, detailed instructions, and design workbooks that participants can use back on the job with their teams. Participants will experience the complete CPS process – Problem Definition, Ideation, and Action Planning – on a business relevant case study.

SPECIFIC TOPICS:

- Best practices for designing and customer interviews
- The use of Empathy Maps to summarize and present the key insights from a customer interview
- The use of Value Curves to identify the most important design features for improvement
- Reapplying common Creative Problem Solving tools for the design of new products and services
- Five ways to create rapid prototypes for customer feedback on top ideas
- The Amazon Method for soliciting unbiased customer feedback on rapid prototypes

Advanced Technical Problem Solving

2-Day Offering

COURSE OBJECTIVE: To thoroughly define tough technical problems and quickly identify alternative solution approaches during all phases of new product, package, and process development.

CAPABILITY OBJECTIVES: After taking the course, participants will be able to:

- Clearly define the most important problems to be solved at each phase of the development process.
- Apply advanced problem solving techniques to generate breakthrough solutions.
- Develop a Learning Plan focused on Killer Issues.
- Engage your peers and external subject matter experts throughout the Technical Problem Solving process.

TARGET AUDIENCE: This training is designed for Product, Package, and Process Development engineers and scientists who are directly responsible for resolving technical challenges.

COURSE OVERVIEW: A two-day, hands-on workshop on technical problem solving workshop combining the Creative Problem Solving process with power tools from TRIZ (Theory of Inventive Problem Solving) and IBA (Innovation by Analogy). Participants will have the opportunity to work on a technical challenge from their current work, as well as act as a peer resource to other participants.

SPECIFIC TOPICS:

- Effective Problem Definition toolbox and templates
- Advanced Idea Generation toolbox and templates
- Developing a Learning Plan focused on Killer Issues
- Leveraging other Product, Packaging, and Process Development tools
- Engaging peer resources in problem definition and solution finding
- Communicating and managing technical risks and trade-offs