

# Creativity and Problem-Solving

## Finding new Solutions

From time to time all of us get stuck and need fresh insight to move forward. This workshop offers “non creatives” an opportunity to tap into their creative side and learn a raft of techniques for coming up with different perspectives when needed.

The workshop begins with an overview of the creative process and enables delegates to reconnect with experiences which generate inspiration. We then learn how to create an environment which is conducive to creativity, identifying and addressing barriers which stifle it.

Delegates are then introduced to a wide range of different approaches for generating new insights, evaluating different options, and making decisions.

The workshop ends with an opportunity for delegates to practise these techniques by applying them to particular challenges they are facing.

### Learning Outcomes

#### Delegates will

- **gain an understanding of the creative process**
- **learn how to introduce more creativity into their work environment**
- **identify blocks to creative thinking**
- **explore some blockbusting techniques**
- **apply a range of effective methods for creating new solutions and for problem-solving**

This workshop is designed for all individuals and managers in business who feel that they struggle with the creative element of their business self and are looking to develop this side to enhance their effectiveness.



### Jennifer Fitzgerald



Jennifer is an executive coach and trainer of interpersonal skills. She is an accredited trainer of NLP (neurolinguistic programming) and coach trainer with the International NLP Trainers Association. She has trained in accelerated learning and had preliminary training in cognitive behavioural therapy and other psychological disciplines.

Jennifer brings a high degree of business expertise to the programmes she runs. Her credentials come from a highly business focussed career with Schlumberger, Mastercard and Barclaycard. She has extensive international experience and speaks both French and German.

Jennifer runs training courses and coaching programmes at market leading companies, the programmes she runs are fast-paced, thought-provoking, interactive and fun!