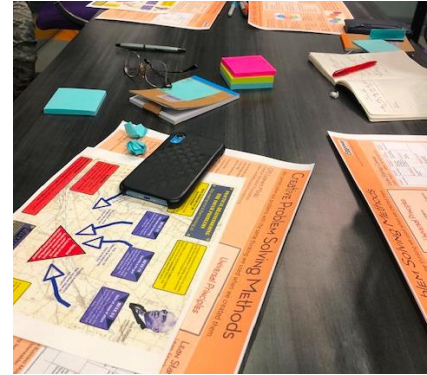


Workshop Catalog

Creative Problem Solving

In this introductory class, participants learn the art and science of creative thinking. Stories of inspiring thinkers and unlikely creatives are blended with psychology and neuroscience in a richly interactive workshop that teaches how to hack your brain (and the brains of teammates) to generate creative solutions to tough problems. The workshop concludes with practice using the new skills in a design thinking challenge.



Learning Objectives

1. Write a problem statement to begin the creative problem solving process.
2. Practice divergent thinking skills to expand the number of solutions considered.
3. Practice convergent thinking skills to select potential solutions within constraints.
4. Create simple prototypes to evaluate feasibility.
5. Understand and be able to manipulate the psychology and neuroscience of divergent thinking.
6. Describe the difference between problems requiring divergent thinking and insight.

Creative Problem Solving Methods
We cannot solve our problems with the same thinking we used when we created them.

CPS Learners Model
Creative Education Foundation
www.creativeeducationfoundation.org

One of the best creative problem solving methods was developed by Alex Osborn in 1953 (MBA).
Work for following 4 steps:

CLARIFY
IDEATE
DEVELOP
IMPLEMENT

Universal Principles

1. Identify the problem
2. Build knowledge
3. Generate many possible solutions
4. Choose most promising solutions
5. Implement a solution

- Don't judge ideas until it is time
- Repeat steps as you learn more
- Each step is important, don't rush it

"The creative problem solving process usually comprises these procedures:
1. Fact-finding
2. Idea-making
3. Solution-finding"
- Alex Osborn
- Appose imagination

Lean Startup Canvas
Lean Stack - Steve Jobs/Cannex.com

PROBLEM STATEMENT: How do we solve this problem?
KEY METRICS: How do we know we are solving this problem?
UNUSUAL METRICS: How do we know we are solving this problem?
PROBLEMS: What are the problems we are solving?
SOLUTIONS: What are the solutions we are offering?
CHANNELS: How do we reach our customers?
COST STRUCTURE: What are the costs of our solution?
REVENUE STREAMS: How do we make money?

Design Thinking
Stanford University
d.school.stanford.edu

Empathize -- Ask "Why?" often
Ideate -- Generate alternatives to test -- Go for volume!
Iterate -- Listen to feedback
Human Centered -- How does this fit into real life?
Prototype -- Watch and listen, don't defend

COURSE LENGTH: 3 Hours (1.5 hours facilitation, 1.5 hours interactive discussion)

SURVEY COMMENTS:

"Inclusive, active, thoughtful speaker."

"Best creative thinking class."

"Very knowledgeable instructor and engaging class."

Creativity for INNOVATION Leaders

In this interactive workshop, participants understand the leadership attitudes and behaviors required for creative potential to thrive on a teams. Drawing lessons from the 50th anniversary of the moon landing and the inspirational leadership required to achieve this aspirational goal, participants learn how to connect with their teammates' intrinsic motivation to increase creative resilience. With practical, psychological, and neuroscientific approaches, participants practice techniques to unlock a team's creativity.



Learning Objectives

1. Describe creativity as a skill that can be learned and improved with practice.
2. Identify the importance of intrinsic motivation to build resilience.
3. Identify problems as well as the neuroscience and psychology that makes solutions more likely.
4. Understand how connecting team members to the greater mission improves creative output.

Creativity for INNOVATION Leaders

Creativity: Production of an idea or concept that is novel and appropriate

Innovation: Adoption of a creative to generate positive change

Left Hemisphere: Lateral for patterns. Ask: "What is this?"

Right Hemisphere: Holistic sense of the new. Ask: "What is possible?"

Loose, Positive, Free-Whirling, A weightful Patient, AHA!

Divergent Thinking → **Convergent Thinking**

We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win.

President John F. Kennedy
September 12, 1962

Provide Purpose
In short, our leadership in science and in industry, our hopes for peace and security, our obligations to ourselves as well as others, all require us to make this effort, to solve these mysteries, to solve them for the good of all men, and to become the world's leading space-faring nation.

Provide Placement
Organize according to the best energies and skills

Provide Space
This year's space budget is three times what it was in January 1961 and 7% greater than the space budget of the previous eight years combined. That budget now stands at \$5,400 million a year—a staggering sum, though somewhat less than we pay for cigarettes and cigars every year.

Provide Cover
I realize that this is in some measure an act of faith and vision, for we do not now know what benefits await us.

Firepower concepts
www.FirepowerConcepts.com

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Course Length: 2 Hours (1 hour facilitation, 1 hour interactive discussion)

SURVEY COMMENTS:

"LOVED the handout. As you were speaking, it was very easy to follow."

"IMMERSED the group to become a part of the class itself."

"TREMENDOUS public speaker!"

DESIGNED Strategy

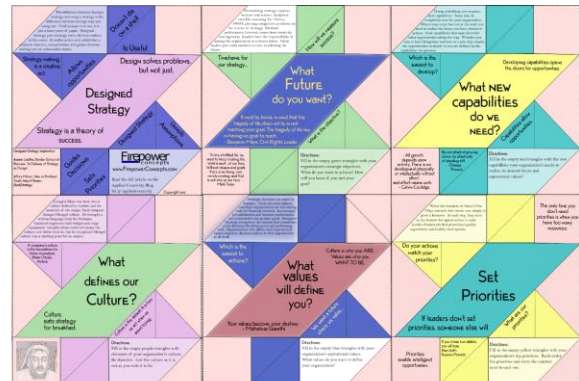
This interactive workshop will shake-up your thinking about strategy-making.

Working at the intersection of design thinking and strategy, participants learn the benefits of creating a human-centered strategy with decision makers at the core. The session begins with a “gamified” strategy simulation to reveal insights about collaboration, competition, and risk taking. Strategy making is a creative act, and participants learn to apply creative thinking principles to create a strategy that is useful rather than shelved.



LEARNING Objectives

1. Describe strategy as a creative act.
2. Identify the importance creating a strategy that guides decision makers' opportunity selection.
3. Identify the importance of context, including organizational culture and values, in designing strategy.
4. Apply design thinking to strategy formulation to prototype possible futures.



Course Length: 3 Hours (1.5 hours facilitation, 1.5 hours interactive discussion)

SURVEY COMMENTS:

“I really enjoyed learning and participating in the survival game.”

“The game really helped me think through current geopolitical tensions.”

“This workshop really helped us understand how to build a useful strategy.”

Notes:

- Workshops are designed for a maximum of 15 participants in order to facilitate interaction and discussion.
- Workshops are designed to give participant familiarity with the concepts and to build creative confidence. They are not intended to completely solve a problem or to create a completed strategy. Firepower Concepts offers individualized consulting to help you in these areas.
- In order to make best use of participants' time, facilitators require access to the presentation room a minimum of 30 minutes prior to and following scheduled presentation time.
- Handouts are provided to all participants but are not licensed for reproduction.

Pricing:

- Creative Problem Solving Workshop: \$950 per workshop
- Creativity for Innovation Leaders: \$750 per workshop
- Designed Strategy: \$950 per workshop

If conducting multiple workshops on the same day, additional workshops are \$500 per workshop.

Pricing does not include any charges for event space, catering, etc.

To book a workshop:

Email Dan Manning at DanManning@FirepowerConcepts.com or call at (703) 659-6165

In the meantime, check out the Applied Creativity Blog at bit.ly/appliedcreativity to start learning today.