Developing your Creative Thinking Skills Training

Duration: **3 Day**

BİLGİNÇ IT Academy
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Overview

This **3-hour interactive workshop** goes beyond the basics of creativity and introduces advanced frameworks for turning innovative ideas into real-world results.
Participants will explore and evaluate creativity models like **SCAMPER**, **Mind Mapping**, and **Design Thinking** to identify the most relevant tools for their roles.

Through hands-on group activities and case studies, learners will practice leading creative sessions, encouraging innovation under **time, budget, or resource constraints**.

Prerequisites

Participants should have:

- A foundational understanding of creative thinking principles.
- Some experience using creativity tools in professional contexts.
- A genuine interest in facilitating creative sessions across teams.

Who Should Attend

This workshop is ideal for:

- Professionals who want to move beyond basic creativity tools.
- Team leaders driving **innovation in projects or cross-functional settings**.
- Managers who must **innovate with limited resources**.
- Individuals engaged in **Design Thinking or creative facilitation roles**.

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What You Will Learn

By the end of this workshop, participants will be able to:

- Research and compare creativity frameworks suited to organizational needs.
- Facilitate structured yet open-ended activities for collaborative ideation.
- Apply creative methods to develop practical workplace solutions.
- Adapt techniques to innovate under pressure and constraints.
- Guide teams to apply advanced creativity approaches to complex challenges.

Outline

Recap and Extension of Fundamentals

- Linking foundational tools to advanced creative applications
- Exploring creativity in complex and fast-paced environments

Exploring and Evaluating Creativity Frameworks

- Research and comparison of SCAMPER, Mind Mapping, Design Thinking
- Assessing suitability for organizational challenges
- Customizing frameworks for internal use

Collaborative Creative Problem Solving

- Facilitating team-based, flexible ideation exercises
- Applying creative techniques to real-world business cases

Overcoming Workplace Constraints

- Innovating under time, budget, or resource limits
- Maintaining creative momentum under pressure

Creativity in Action Scenario

- Selecting and applying one framework to a real workplace issue
- Group reflection and peer feedback
- Action planning for future application

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