

POWERFUL CREATIVE THINKING & PROBLEM SOLVING



GENTEX[®]

TRAINING CENTER



Introduction

Most workplace problems resist the first solution anyone proposes. They persist because teams address symptoms, repeat familiar approaches, and stop ideating too early. This Powerful Creative Thinking & Problem Solving Training Course builds the thinking discipline that produces better answers. Learners study divergent and convergent thinking, structured ideation methods, and rigorous problem definition. Furthermore, the course covers root cause analysis, decision evaluation, and how to move solutions into practice. As a result, participants solve problems that previously stalled, generate options others miss, and bring tested solutions rather than quick fixes.

Powerful Creative Thinking & Problem Solving Course Objectives

- Define problems precisely before proposing solutions using the MECE principle.
- Apply divergent and convergent thinking at the right stages.
- Use lateral thinking and the Six Thinking Hats method to generate options.
- Apply the SCAMPER checklist to improve existing products and processes.
- Conduct root cause analysis with the 5 Whys and fishbone diagrams.
- Challenge assumptions through first principles thinking and assumption reversal.
- Evaluate options with weighted decision matrices and criteria scoring.
- Apply the PDCA cycle to test and refine solutions.
- Map problems using mind mapping and issue trees.
- Present solutions persuasively with the "whatso whatnow what" model.



Course Methodology

This course combines short lectures with hands-on creative challenges. Participants work through real workplace problems in structured ideation sprints, run root cause investigations, and defend solutions before a review panel. Trainers use case studies, group problem-solving clinics, and reflection. Peer critique sharpens the quality of ideas. In addition, participants build a personal toolkit of creative and analytical methods.

Who Should Take This Course

- Managers and team leaders facing persistent operational problems
- Analysts, engineers, and technical staff solving complex issues
- Product, service, and process improvement teams
- Project managers handling unexpected obstacles
- Quality, operations, and continuous improvement staff
- Consultants and advisors developing client solutions
- Anyone who wants to move beyond routine problem solving

Powerful Creative Thinking & Problem Solving Course Outlines

Day 1: Foundations of Creative Thinking

- Divergent versus convergent thinking explained
- Barriers to creativity: habit, fear, and fixed thinking
- Defining the problem before solving it
- The MECE principle and issue trees

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- Question framing: is this the right problem?
- Creative confidence and productive discomfort
- Problem definition workshop

Day 2: Ideation Techniques

- Brainstorming rules and productive group ideation
- Lateral thinking and provocation techniques
- The Six Thinking Hats method for group reasoning
- Mind mapping for idea organization
- SCAMPER checklist for improving existing solutions
- Analogical thinking and cross-industry borrowing
- Ideation sprint with group critique

Day 3: Analytical Problem Solving

- Root cause analysis with the 5 Whys
- Fishbone diagrams for cause classification
- First principles thinking and assumption reversal
- Data gathering and problem validation
- Distinguishing symptoms from causes
- Hypothesis-driven investigation
- Root cause clinic on real issues

Day 4: Evaluating and Selecting Solutions

- Setting evaluation criteria before comparing options
- Weighted decision matrices and scoring models



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- Costbenefit analysis and feasibility checks
- Risk assessment for proposed solutions
- Avoiding groupthink and anchoring in decisions
- Premortem technique for stress-testing plans
- Solution selection workshop with peer review

Day 5: Implementation and Communication

- The PDCA cycle: plan, do, check, act
- Piloting solutions and gathering feedback
- Presenting solutions with the "whatso whatnow what" model
- Handling objections and resistance to new ideas
- Scaling successful solutions across teams
- Building a personal creative problem-solving toolkit
- Final challenge presentation and action plan

Conclusion

By successfully completing Powerful Creative Thinking & Problem Solving, participants will gain a practical understanding of how to define problems accurately, generate original options, and select solutions on evidence rather than preference. They will be able to run root cause investigations, apply structured ideation techniques, evaluate alternatives objectively, and communicate recommendations persuasively. In addition, they will know how to test and refine a solution before full rollout. Gentex Training Center designed this course so that learners return to work able to solve problems their teams previously left unresolved.





FAQs

Q1 What is the "Powerful Creative Thinking & Problem Solving" course about?

It teaches a structured approach to solving difficult workplace problems. Participants learn precise problem definition, ideation techniques, root cause analysis, option evaluation, and implementation planning through real challenges and group clinics.

Q2 What are the key benefits of the "Powerful Creative Thinking & Problem Solving" course?

Participants solve problems that previously stalled, generate options their teams overlooked, and choose solutions based on evidence rather than hierarchy. They also reduce rework caused by treating symptoms and gain confidence presenting new ideas.

Q3 What skills will I gain from the "Powerful Creative Thinking & Problem Solving" course?

You will gain problem definition and analysis, creative ideation and lateral thinking, root cause investigation, and solution evaluation and implementation planning. These four skills combine to make your problem solving both more original and more reliable.



Q4 What tools, methods, or standards are covered in the "Powerful Creative Thinking & Problem Solving" course?

The course covers the MECE principle, issue trees, lateral thinking techniques, the Six Thinking Hats method, SCAMPER, mind mapping, the 5 Whys, fishbone diagrams, first principles thinking, weighted decision matrices, premortem analysis, and the PDCA cycle.

Q5 How is the "Powerful Creative Thinking & Problem Solving" course applied in real-world practice?

Professionals apply it to recurring process failures, service complaints, quality defects, project obstacles, and cost reduction challenges. The methods transfer to any situation where the first obvious answer has already been tried and did not hold.