

CREATIVE "OUT-OF-THE-BOX" THINKING

**HRDF
Claimable**

OVERVIEW

Are you faced with fast changing trends and fierce competition? Do you need to work miracles despite tight budgets? Sound familiar? Then you need to think more laterally. Lateral Thinking seeks a solution to a stubborn problem through unorthodox methods that would normally be ignored by logical thinking. This programmer is more process orientated than the other creativity programmers we offer.

- Vertical thinking – using logical thought processes
- Lateral thinking – disrupting logical thought and arriving at the solution from another angle

OBJECTIVES

- Develop better idea generation and problem solving skills
- A valuable aid to strategic planning and process review
- Outmaneuver the competition and gain competitive advantage by being more innovative
- Gain a competitive advantage by being more innovative

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