

More about mda's

Creating Solutions Programme

Benefit: Ideas are what make you different. More ideas make you more different and more capable of growing faster. This programme provides the skills to generate the ideas that will fuel that growth.

Introduction: In these days of incredible change, all leaders must be able to generate ideas that create and exploit change, consistently and efficiently. Change, combined with the extraordinary levels of competition, means that organisations must now turn away from traditional “maintenance management” towards generating new solutions, not simply to solve problems but to generate new opportunities. Thus, control is taken back and instead of just reacting to change, the organisation is involved in its creation and implementation.

For: Executives wishing to improve their personal creative skills, and their abilities to lead teams through the creative process.

Purpose: To help executives exploit their own, perhaps latent, creative talent and to tap into the talents of their colleagues.

Objectives: This programme achieves three objectives:

- to have all leaders, from whatever background, in any organisation, be significantly more creative in executing their personal job function.
- to provide leaders with a range of simple, state of the art techniques which enhance their natural, perhaps latent, abilities to generate solutions and develop ideas, whether working alone or in teams.
- to improve their ability to lead creativity in their organisations, by having them understand the creative process and how to lead and direct it.

The programme is frequently carried out in conjunction with our Leadership Programme, as a means of aiding the implementation of those concepts.

Approach: Highly practical, with fourteen separate idea generation techniques explored, using either hypothetical or “real” examples.

Duration: Two days

Contact details: for more about mda and our other programmes:

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or

Email us at kingsley@mdapac.com

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visit our website - <http://www.mdapac.com>

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