

# Creative Thinking Skills

By Anndelle Lee



Decide with Confidence

## INTRODUCTION

Creative thinking is a valuable skill for today's fast-changing world. The concept of "innovation" and how it relates to the bottom line will also be emphasized. An innovative mindset not only identifies and evaluates great ideas for the marketplace; it also focuses on solving customer problems and issues.

Course participants will learn how to integrate creativity with analytical thinking for effective problem solving and decision making, and to develop critical thinking skills.

## LEARNING OBJECTIVES

On completing this programme, participants will learn the following:

- Understand the differences between creativity and innovation, creative and critical thinking.
- Identify current creative thinking capabilities, including strengths and blind spots.
- Apply creative thinking self-awareness to develop further creative thinking skills.
- Utilize a creative thinking "toolbox" to look at daily work problems from a new perspective.
- Improve ability to align creativity and analytical thinking to help solve customer problems and issues.
- Effectively apply creative thinking to all day-to-day work tasks.

## METHODOLOGY

We use an integrated approach to learning which links creative thinking techniques and stratagems to specific workplace issues and problems.

The programme includes creative thinking simulations, shared experience discussions in pairs and small groups, problem-solving challenges, case studies, and a practical creative thinking "toolbox" that provides a wide selection of creative thinking applications. Reference materials and post-workshop resources will be provided for continued development.

## FOR WHOM

Anyone wishing to learn different ways of thinking to help them approach problems and decision-making situations from a new perspective.

## ABOUT THE TRAINER – MISS ANDELLE LEE

Anndelle Lee is currently a Full ACTA certified trainer and certified practicing management consultant. Her soft skills training include Lean six sigma lean training, public speaking, leaderships, customer relationship, team-building and presentation skills. She holds a 2nd class honours B.A. degree for International Business Management from University of Northumbria, United Kingdom (Newcastle Business School).

Her long and distinguished career had taken her to almost every corner of the China market, including leadership role in different business units and as an expatriate executive posted in Beijing, China for three years (2000 to 2003). Moreover, her sales & marketing experience for strategic planning of marketing program activities, brand identity development, customer relationship building, channel business development and sales product training given in the workshops/seminars in different cities of China had brought her to greater height.

Her extensive experience, proven leadership and in-depth knowledge of the business process planning in corporate environment including 6 years experience in program management and business operations responsible for the cost effectiveness of project launches and on time delivery of the product meeting customer satisfaction within targeted timeframe had built on several milestones of her success. She was officially certified by Motorola in 2008 on Six Sigma Green Belt for DMAIC methodology to assist department to achieve substantial annual net cost-savings and improve the efficiency level. Hence, she is currently a certified business consultant for government funding projects for SMEs. Due to her vibrant character, she was once a Team leader, Facilitator & Emcee for two team building events in Motorola (2005 – 2008).

Anndelle proudly received a "President Distinguished Excellence Leadership Award" and "Special Citation Award" for the year (2009/2010) as an Area Governor coaching for 4 Toastmasters (English) clubs and Immediate Past President of Radin Mas Toastmasters English club (2008/2009). She also awarded for "Advance Communicator Gold" (2009) and "Excellent Leadership Award" (2010) from Toastmasters International.

# Creative Thinking Skills

By Anndelle Lee



Decide with Confidence

**Date:** 8 June 2012, 9am – 5pm

**Venue:** TBA

**Fee:** [ ] S\$530 (before GST) for D&B Subscriber [ ] S\$640 (before GST) for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 8 May to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)

[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*

[ ] \* VISA [ ] Mastercard [ ] Amex

**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made cheque/credit payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.