

## **PRACTICAL CREATIVITY APPLYING 'SCRAMBLE' TECHNIQUE**

### **Overview**

As the 21<sup>st</sup> Century begins to unfold together with its uncertainties and challenges there is dire need to improve our ability to think creatively and find solutions to seemingly impossible situations. Creativity is not necessarily an inborn skill and it is something that can be nurtured with the right training and perception. The two guiding principles of creativity is 'synergy' – the way in which information is perceived and 'synthesis' the way in which we process the information. Both these applied in tandem will allow us to relate previously unrelated concepts and ideas which is the crux of what creativity is all about.

In this practical one day workshop participants will be put to task on how they could unleash their creative genius by learning to acknowledge the 6 'I's of creative thinking. They will be shown on how to apply SCRAMBLE in resolving conflicts, finding solutions and solving problems. Creative thinking hinges upon the principle of logic and innovation. By understanding these concepts it is quite possible to develop effective ways of problem solving, decision making and solution finding.

### **Outline**

Understanding the Mind and the Brain  
Introduction to the 6 'I's of creative thinking  
Understanding Barriers to Creative Thinking  
Learning the elements of Brainstorming  
Introducing SCRAMBLE  
Case study on the usage of SCRAMBLE  
Applying SCRAMBLE to the daily life  
Learning to SYNERGISE and SYNTHESIZE  
Understanding the correlations between the different forms of thinking  
Question and answer session

### **Contents**

1. Introduction to creative thinking and innovation
2. Activity One – per-test on participants understanding of creativity
3. Activity Two – group discussion on problem-solving, solutions finding and decision making
4. Barriers to creativity
5. Video Presentation – Innovations of the 20<sup>th</sup> Century
6. 6 'I's of creative thinking
7. How to brainstorm
8. Activity Three – Case study on Brainstorming
9. Introduction SCRAMBLE

10. Activity Four: Group discussion on SCRAMBLE
11. Video Presentation – Camera, Television, Radio etc
12. Applying SCRAMBLE
13. Understanding Synergy and Synthesis
14. Post Test

### **Methodology**

Mini-lecture, case study, pre-test, post test, video presentation and group discussion. This is a highly interactive course and one in which the participants will be coerced to participate actively.

### **Trainer**

Dr Daniel Theyagu has been designing and training people in organization in creativity and innovation for more than 10 years. He has appeared on radio talk shows dealing with creativity in Live 93.8 and has been featured in the newspaper for his work on creativity and innovation. Recently he has contributed a few articles to the 'Recruit' segment of Straits Times on the subject of creativity and innovation.

A highly entertaining and result-oriented trainer – Daniel engages participants with practical and easy to use tools to unleash their latent creativity that exist within all of us.

### **Cost:**

One Thousand and Nine Hundred (\$1900) nett (up to 20 participants)

Price includes – training materials and notes only