

CREATIVE THINKING & PROBLEM SOLVING

2 PAPER

3 TOPIC

Elaborate on the meaning of creative thinking.

- Creative thinking involves the process of generating innovative and imaginative ideas.

Outline/Explain/Describe/Discuss the advantages/benefits of creative thinking in the workplace.

- New, innovative, and better ideas and solutions are generated.
- Creativity is key to staying one step ahead of competitors.
- Complex business problems may be solved.
- It leads to increased productivity of the entire business.

Explain how businesses can use creative thinking to generate entrepreneurial opportunities.

- Design environments that stimulate creative thinking.
- Encourage staff to come up with new ideas and solutions.
- Encourage alternative ways of doing things.
- Respond enthusiastically to all ideas and never let anyone feel less important.

Define/Elaborate on the meaning of problem solving.

- Problem solving is the process of finding solutions to difficult or complex issues.

Outline/Explain/Distinguish the differences between decision making and problem solving.

DECISION MAKING

- Decision-making is the process of choosing from several alternatives.
- Various alternatives are considered before deciding on the best one.
- it is part of the problem- solving process where a solution is chosen.

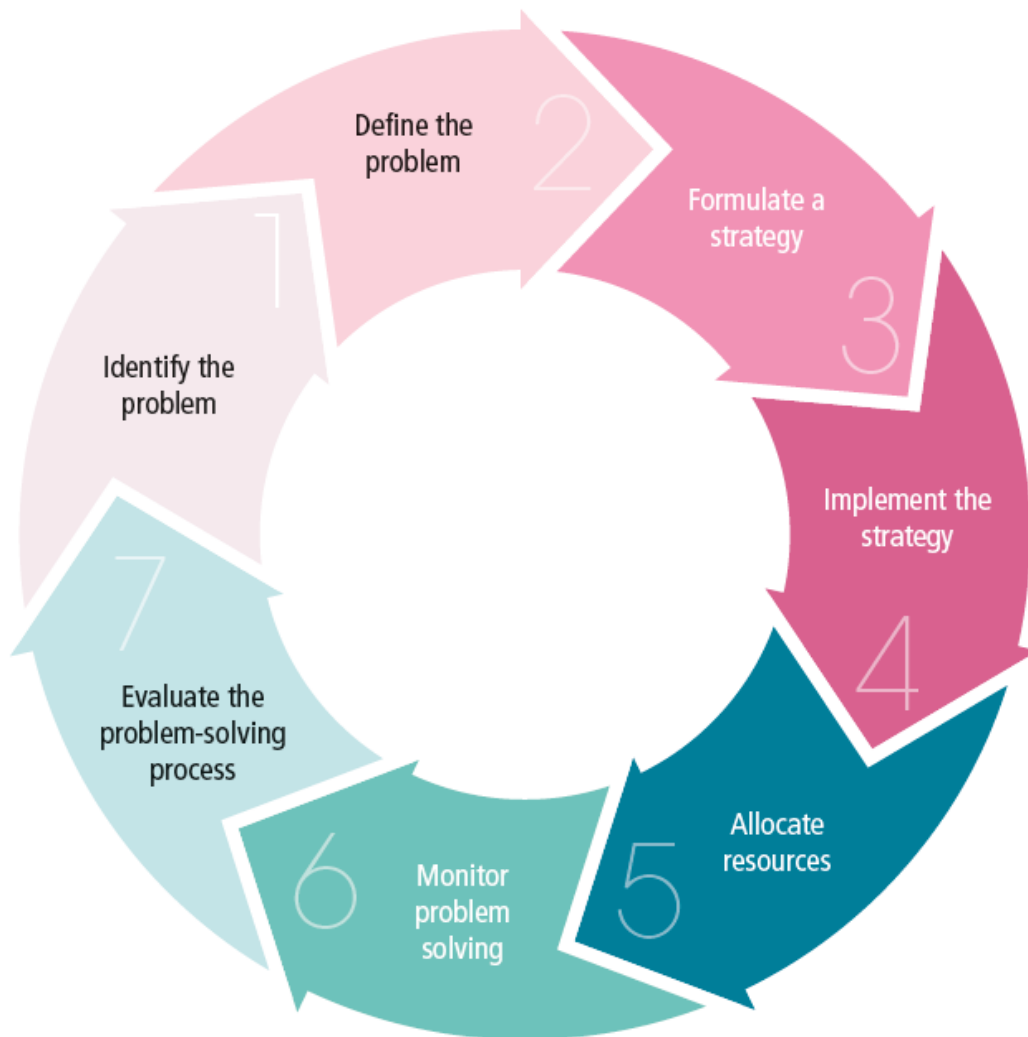
PROBLEM-SOLVING

- Problem-solving is the process of finding a solution to a problem.
- Alternative solutions are identified and evaluated.
- It involves analysing the problem to identify solutions.

Outline/Explain/Discuss/Describe the problem-solving cycle.

The problem-solving cycle

A problem-solving cycle is a valuable tool that businesses can use to solve problems.



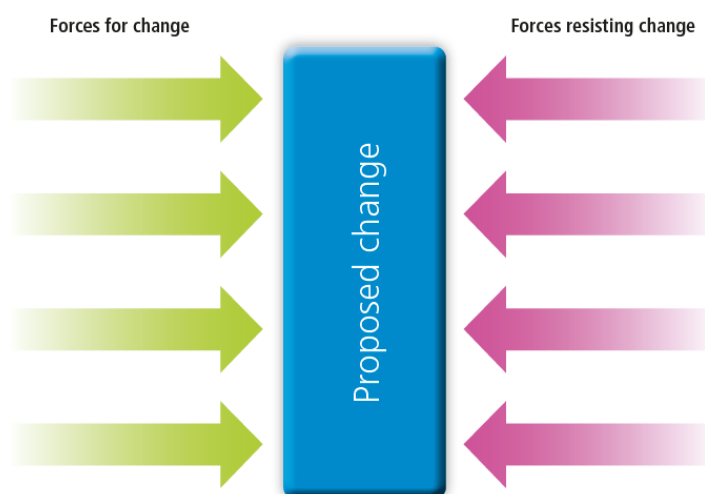
Name/Explain/Discuss problem-solving techniques

Force Field Analysis

- The Force Field Analysis is a technique used to compare the driving and restraining forces to create an informed decision.

Application of the Force Field Analysis technique

- Describe the current situation/problem and the desired situation.
- List all the driving forces and restraining forces that will support and resist change.
- Allocate a score to each force using a numerical scale, where 1 is weak and 5 is strong.
- Choose the force with the highest score as the solution.



Delphi Technique

- The Delphi Technique is a method that relies on a panel of experts to find solutions to a problem.
- Experts do not have to be in the same place

Application of the Delphi Technique

- Businesses must invite a panel of experts to solve a complex problem.
- Experts do not have to be in one place and will be contacted individually.
- Design a questionnaire consisting of questions on how to solve the problem and distribute it to the panel members/experts.
- Summarise the responses from the experts in a feedback report.
- Send the feedback report and the second set of questions/questionnaire based on the feedback report to the panel members.

Nominal Group Technique

- Nominal Group technique requests each employee to silently brainstorm and generate many ideas on their own and to write them down.

Application of the Nominal Group Technique

- The team is divided into smaller groups seated around a table.
- Each team member will silently brainstorm as many ideas as possible and write them down.
- Each team member gives one of their solutions/ideas with a short explanation.
- Someone writes down these ideas on a big sheet of paper.
- Duplicated ideas are then eliminated.
- Ratings are captured and points are totalled.

Mind mapping

- Mind maps are diagrams that represent ideas that are connected to a central theme

Application of mind mapping

- Create a central idea or theme.
- Add branches to the mind map linking key concepts to the main theme.
- Add keywords to the branched-off key concepts.
- Branches may be colour-coded.
- Images may also be included.

Identify problem solving techniques from given scenarios/case studies.

Recap the meaning of a business opportunity

- A business opportunity is a idea for a person to start a business so that they can generate an income.
- It is a chance of improving the current operations of a business which can contribute to greater profitability.
- Entrepreneurs are people who constantly look at new business opportunities so that they can remain competitive.

Brainstorming to identify innovative and entrepreneurial business opportunities.

- The problem must be defined clearly.
- People in the group suggest ideas and solutions at random.
- All ideas must be written on a flip chart.
- Similar ideas are grouped together using coloured pens.
- A plan of action is discussed to put the best ideas into practice.

Recommend/Suggest ways in which creative business opportunities can realistically be implemented.

- People have to be prepared to pay enough for the product to cover the production costs.
- There has to be a demand for the product/service.
- Introduce the new product to the consumers and educate them on how it could be useful to them.
- Develop a realistic plan.