

# CREATIVE THINKING & PROBLEM SOLVING



## CREATIVE THINKING

### Define/Elaborate on the meaning of creative thinking.

- Creative thinking is when people are able to think of new and original approaches and ideas to find solutions to challenges.
- Creative thinking is being resourceful by applying artistic and clever ideas to create something original or new.

### Differentiate/Distinguish between routine versus creative thinking.

ROUTINE THINKING	CREATIVE THINKING
Is associated with a LEFT brain function where the focus is on logical thought and a methodical way of doing things.	Is associated with a RIGHT brain function where new ideas are generated.
No new ideas or thought patterns are generated.	The focus is on being creative, using one's imagination, insight, art, and music awareness to find solutions to unique challenges.

### Differentiate/Distinguish between conventional versus non-conventional solutions.

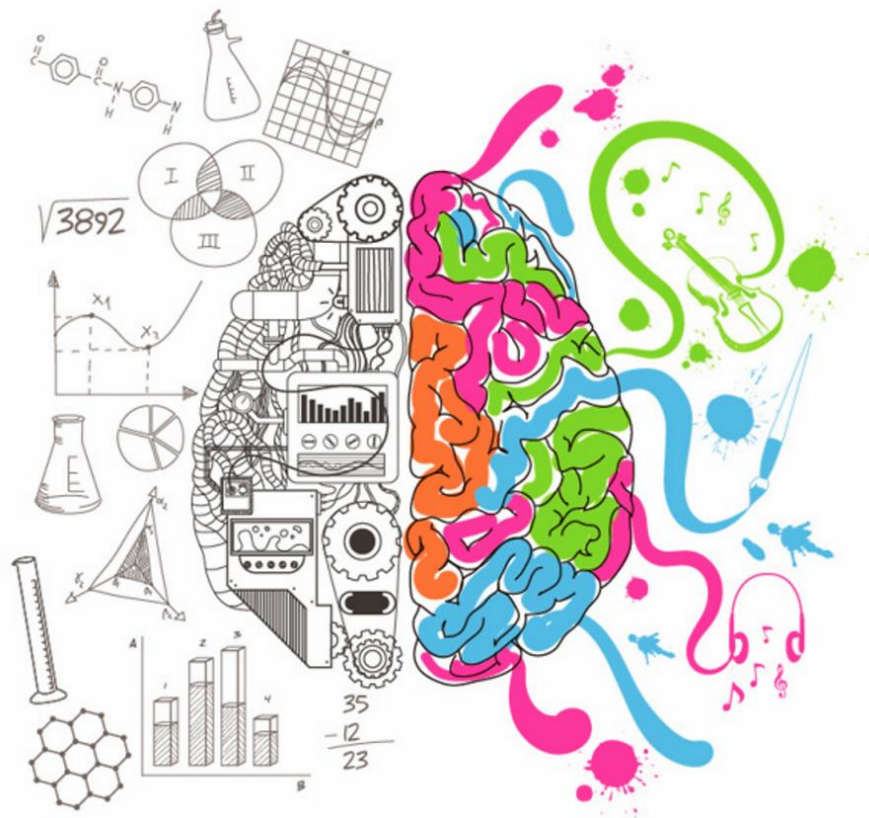
CONVENTIONAL SOLUTIONS	NON-CONVENTIONAL SOLUTIONS
These are solutions that are believed and followed by everyone.	Non-conventional solutions are solutions that are not created as part of the norm, and which do not follow what is generally done or believed in.
Usually, there is only one solution to each problem or challenge.	Diverse solutions may be applied to problems or challenges.

## Recommend ways in which businesses can create an environment that stimulate creative thinking.

- Inspire staff to come up with new ideas.
- Plan regular workshops so that brainstorming sessions can be held to generate new ideas.
- Ensure that communication channels remain open by placing suggestion boxes around the workplace.
- Train staff members to think creatively, to solve problems, use mind mapping and lateral thinking.

## Explain/Discuss the benefits/advantages of creative thinking in the workplace

- Businesses will be able to solve complex problems.
- Managers will be inspired to lead their teams more efficiently.
- The morale among staff members will be improved.
- The business will have competitive advantage over other businesses because of the unique strategies that are introduced.



# PROBLEM SOLVING

## Define/Elaborate on the meaning of problem solving

- Problem-solving is the process of studying a situation to find ways to bring about change.
- It involves collecting facts that include problem finding and problem shaping.

## Explain the meaning of a Delphi and Force-Field analysis.

### Delphi Technique

- The Delphi Technique is used to solve new and complex problems.
- A panel of experts who never meet each other face-to-face, comes up with creative solutions to problems without having to sit through long, drawn-out group meetings.

### Force Field Analysis

- Force Field Analysis is used for decision-making, especially when implementing **change management**.
- The analysis involves identifying the advantages and disadvantages of a decision for change.

## Application of Delphi technique and Force-Field analysis from given scenarios/case studies.

### Delphi Technique

- Businesses should invite a panel of **experts** to study the complaints from customers.
- Experts do not have to be in the same place and will be contacted individually.
- The panel should respond to the questionnaire individually to suggest improvements to the products and then return them to businesses.
- The responses from the experts must be summarised in a feedback report.

### Force Field Analysis

- The current situation or problem and the desired situation or solution are described.
- The key restraining forces and their strengths should be discussed.
- The key driving forces and their strengths should be discussed.
- A score is allocated to each force using a numerical scale, where 1 is weak and 5 is strong.

### **Explain/Discuss the advantage of working with others to solve problems.**

- There are different perspectives to be considered because it could be difficult to be creative and innovative on your own.
- Access to a broader base of skills, knowledge, and experiences helps if you can get the opinion of others on a matter.
- Working together is encouraged to produce greater results.
- The workload decreases because everyone shares the problem and their experiences.

