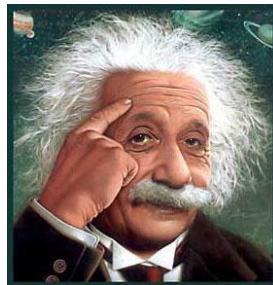


UNLEASH YOUR CREATIVITY, CRITICAL THINKING & PROBLEM SOLVING SKILLS



Check <http://www.itrainingexpert.com/Training-Calendar-2013/> for latest dates

OVERVIEW



***"It's not that I'm so smart, it's just that I stay with problems longer."
Albert Einstein***

In just about any industry or any role, we are almost constantly involved in solving problem. It is what makes humanity progress forward by constantly searching for better solutions to common problems or new solutions to new problems as our societies become more complex.

As the problems have become more complex, the need to solve problems in a group has increased. Groups now contain a variety of experts looking at a problem in relation to their own respective domains.

This course is ideal for groups of people who aim to solve problems collectively together. Solving problems as a group has its own unique issues. For example, some people like to dominate a meeting with their ideas at the expense of other less talkative members. This could be because of their character or a political agenda. This can lead to suboptimal solutions. Without a good thinking system a group may never come across novel ideas and even if it does, the idea might quickly be put aside, criticised or ridiculed.

Today, there are many powerful group-based problem solving and brainstorming techniques that can be used to increase creativity and productivity.

Creativity is not something people are born with; it is a skill. Like any other skill it can be mastered and channelled towards specific goals with incredible results. This one-day course attempts to teach people how to be creative using specific set of tools and techniques. Significant research and studies have proven that such techniques will increase individual's creativity.

The aim of this exercise-driven course is to get the delegate practice these techniques in a simulated environment working on smaller problems. This allows them to learn how these techniques work. If the delegates are from the same organisation, you can also run it as a team building course where delegates go through a shared experience while solving problems. They will learn how to work together and improve their communication skills.

The course is also effective if delegates are from different organisations as they can focus on the details of the techniques and learn from each other's approaches or how various techniques might be used in different industries.

The course contains many exercises. Optional exercises are also provided so the content of the course can be biased based on the requirements of the delegates.

Based on the work of:



1. John Adair, a Professor of leadership studies and regarded as a world leader in the topic.
2. A whack on the side of the head, Roger Oech
3. And many other world leaders in creativity, decision making and problem solving

LEARNING OUTCOMES

By the end of this course the delegates will be able to:

- **Avoid attitudes that hinder problem solving** and adopt those that increase your chances of success
- Explore and **define the problem systematically** by viewing it from different angles and search for root causes
- Methodically **generate ideas** and use **visual techniques** to organise them into meaningful logical categories
- Use a number of established **brainstorming techniques** to search for solutions by **maximising idea generation, participation and creativity**
- Make **qualitative decisions** by evaluating various aspects of potential solutions using a systematic method
- Plan to implement your solution by **scheduling, analysing critical parts** of the plan,

- managing resources and carrying out a **requirements analysis**
- Use problem solving techniques to **address issues as a group**

SUITABLE FOR

Groups of executives and managers; individuals who want to improve their own skills or managers who want to lead the process better

COURSE OUTLINE

Module 1:Key problem solving strategies

- How problems differ from decisions
- A unified model for decision making and problem solving
- Asking the right questions
- How to approach system problems

Module 2:How to generate ideas

- Brainstorming
- Guidelines for brainstorming
- How to run a brainstorming session

Module 3:Thinking outside the box

- Towards a more creative approach
- Look wider for solutions
- How to use your Depth mind
- The creative thinking process
- Mental roadblocks

Module 4:Developing your thinking skills

- What is an effective practical thinker?
- Check that you are in the right field
- Key factors in choosing your field of work
- How to design your own learning strategy

Module 5: Your mind at work

- Is your brain working now?
- The functions of the mind
- Introduction to the Depth Mind principle

Module 6:The art of effective decision making

- Define the objective
- Collect relevant information
- Generate feasible options
- Make the decision
- Implement and evaluate

Module 7: Sharing decision with others

- Your role as leader
- Task need
- Team maintenance need
- Individual needs
- The three circles interact
- The function of leadership

METHODOLOGY

This workshop's methodology is a combination of expert input, interactive practical exercises, self assessment, lots of hands-on role-play, group discussions, exercise worksheets, practical projects, presentations & creative music.

COURSE LEADER



HERNA VAN REENEN

RMIT MBA

B.A. Hons (Marketing Communications)

Cert IV Training & Assessment

Haygroup EI certification

Herna is a seasoned trainer and facilitation professional with a track record in delivering custom training and facilitation solutions that meet the client's needs. Herna has over 20 years experience in marketing and communications. Her experience comes from roles which have ranged from managerial positions in sales, communications and marketing to Public Relations Account Director for a variety of clients. With a background in Senior management, marketing and communications, it makes her a unique skilled individual.

She is currently completing her MBA with RMIT and a degree in B.A. Hons (Marketing Communications). She also holds a CERT IV in Training and assessment and currently works as iTrainingExpert.com's Senior Consultant in delivering soft skills, marketing and communications training. Herna has qualified as a HayGroup Emotional Intelligence trainer and coach. This adds a wide and interesting perspective to her abilities.

She has special skills in facilitating sessions with and consulting with various audiences to develop key messages and communicating to multiple stakeholders including, media, employees, government and the community.

THE ENGLISH EXPERT PUBLISHING AND TRAINING (1225574U)

Corporate Headquarters: No 6-3, Jalan Persiaran Puteri 6-3, Bandar Puteri, 47100 Puchong, Selangor, Malaysia

Tel: +603-8075 9056 | Fax: +603-8070 4164

Email: info@itrainingexpert.com Website: www.iTrainingExpert.com

Herna brings with her a strong multi-sector background covering energy technology, water, sustainability, healthcare, mobility, safety, security, environment and general public relations.

She is a dedicated, creative and lateral thinker who works well with a variety of stakeholders. She thrives in challenging situations where she can demonstrate her clear and innovative thinking – from the very hands-on to the very strategic.

As Head of Communication with Siemens Ltd, Australia and New Zealand she led training on communications and marketing, innovative thinking, change management and employee culture change. She has also worked across the entire marketing and communications value chain of Siemens in South Africa and Australia.

Throughout her career Herna has achieved many accolades and results via innovative marketing communications strategies which have always been based on strong strategic insight and focus implementation. These include a Victorian award by the Australian Marketing Institute (AMI) as well as 3 National nominations and a PRIA nomination for a Siemens project.

She is involved in her subject area and enjoys doing Industry Conference presentations and speeches about her areas of expertise.

Consulting Experience

Herna has presented at forums and conferences in Australia, Asia, South Africa and Europe. Presentation topics have included brand, employee communications, change management and communications, innovation thinking, training, social media use in B2B, as well as the importance of aligning brand, culture and customer experience.

She has special skills in facilitating sessions and consulting with various audiences to develop key messages and communicating to multiple stakeholders including, media, employees, government and the community. She works well with a variety of stakeholders including senior management, community partners, government, media, NGO's and employees.

Companies she has worked with include Herbalife, Roche Pharmaceutical, Siemens, Toyota, Knox City Council, Sky Juice Foundation and Memcor.

FEEDBACK FROM PAST PARTICIPANTS

“I've worked with Herna across a range of complex corporate and marketing communications projects over the past four years and have always admired her never ending energy and ability to think quickly and act decisively. But perhaps Herna's greatest capability, the trait I admire the most, is her ability to engage, empower and encourage teams to deliver the best possible outcome to demanding deadlines.” - CEO, Design Industry

“Herna encourages team members to think outside the box and facilitates development by setting clear responsibilities while providing a strong level of support. She has a strategic approach, marketing and business acumen and professional drive is/was inspiring and exciting to

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me and many of my colleagues.” - Senior manager, Energy industry

“Herna is a deep thinker and helped to provided thought leadership to our marketing worldwide, having an innate ability to review and analyse the market and provide a clear vision and plan to achieve business objectives. She injected a passion of marketing communications into me that I have taken in to all my subsequent marketing roles.” - Senior Marketing Specialist, Retail Industry

“Good points and tips provided throughout these 2 days training. The trainer was excellent and got the whole team to participate. I especially loved the section on “How to write negative news effectively and persuasively” – Uma Singeran, Project Manager – DHL IT Services

INVESTMENT

Normal price: RM 2590.00 | US 880.00 per delegate
Early Bird Price: RM 1890.00 | US 630.00 per delegate (30 days before the course commence)
Group Registration: RM 1790.00 | US 600.00 per delegate for a minimum of 3 participants register together.
(Fee inclusive of Buffet Lunch, Refreshment, Training Materials Certificate of Achievement)

REGISTRATION

Download Registration from www.iTrainingExpert.com/Registration

Registration Online: www.iTrainingExpert.com/Registration



- This Training Programme is SBL Claimable *Subject to PSMB conditions.
- We Are An Approved Training Provider (**Serial No: 2059**) Under SBL Scheme With Pembangunan Sumber Manusia Berhad (PSMB/HRDF)
- All registrations MUST be accompanied with PAYMENT 14 days after the issuance of invoice to the event.
- Completed registration form with CHEQUES should be made in favor of "THE ENGLISH EXPERT PUBLISHING AND TRAINING" and bank in to Maybank Account No: 5128 5700 6541. Email or fax the pay-in slip to us at info@itrainingexpert.com or fax: +603- 8070 4164.

TRAINING REGISTRATION FORM (PUBLIC PROGRAM)

Upon submission of this registration form, you undertake the Registration Policies and have read and understood the terms and regulations.

Registration date: _____

Training Programme Title: _____

Training Programme Date: _____

Fee per pax (RM): _____ Total (RM) _____

Meal preference: Vegetarian Normal

No	Participants Name	Designation	Contact No (Handphone)	Email
1				
2				
3				

Company Name: _____

Address: _____

Telephone : _____ Fax : _____

E-mail : _____

Contact Person

Name : _____ Designation : _____

Telephone : _____ Fax : _____

Mobile: _____ Email: _____

Authorised Signature



Company Stamp

By submitting the registration form, you have fully read and understand the policy stated:

PLEASE FAX THIS FORM TO +603-8070 4164 or email to info@itrainingexpert.com

For enquiry, please contact us at +603 8075 9056

INVOICE, REGISTRATION, CANCELLATION, PAYMENTS, DISCOUNT, AND REFUND POLICIES

PAYMENT AGREEMENT

1. The organiser shall confirm all registrations latest by one (1) week before the commencement of the
2. To join, please complete this Registration Form and return to us via FAX NO. +603-8070 4164, send a signed scanned copy to info@itrainingexpert.com or register online. Reservation or Registration by Telephone WILL NOT BE ACCEPTED.
3. An pro-forma invoice will be emailed to you upon acceptance of the Registration Form. Payment is required within 14 days upon receipt of the invoice. All payment must be before to the training date. Confirmation letter will be issued to participants once payments have been received. All payments must be banked into the organiser's bank account and email or fax payment slip as proof of payment.
4. Payment MUST BE DONE prior to the event's commencement otherwise the registrant can be refused entry.
5. For late payment, we will start charging a 10% interest for payment not received 7 days after the completion of the program.
6. Please make cheque payable to: "THE ENGLISH EXPERT PUBLISHING AND TRAINING." **Bank into Maybank Account 5128 5700 6541. Swift Code: MBBEMYKL. Email or fax the payment slip back to us for confirmation.**
7. The course offered is SBL claimable under Human Resources Development Fund (Malaysia).

CANCELLATION POLICY

1. The organiser shall confirm all registrations latest by one (1) week before the commencement of the course.
2. Once a registration is confirmed, NO CANCELLATION IS ALLOWED. If the registered delegate is unable to attend, a substitute is allowed. A registration cancelled on the week of confirmation will be charged the full training fee.
3. All cancellations will incur a 10 per cent administration fee.
4. Cancellations made less than seven working days before the training event will not be eligible for a refund.
5. For cancellation in writing (letter/email) in more than 14 days prior to the training we will prepare a full refund.
6. If you cannot attend an event, you can nominate a substitute at any time without payment of an administration fee.
7. In case of registrations that have been paid in advance, no refunds or credits will be given for registrations cancelled on the week of confirmation or for no-shows. A substitute may be sent.
8. A full (100%) refund may be granted if the course is cancelled by the organiser. The organiser reserves the right to postpone or cancel any course and/or change instructors at any time.

PROGRAM POLICY

Please note that consultant and topics are confirmed at the time of publishing. However, should circumstances beyond the control of the organizer may occur, we reserve the right to alter or modify the advertised speakers/ topics/ dates if necessary.

ORGANIZER'S RIGHT TO CANCEL OR RESCHEDULE

We reserve the right to cancel or reschedule any program or course. In the event that, the organizer cancels a program or course, a full refund of the amount paid for the program or course will be issued or applied as a credit toward a rescheduled program or course.

We cannot and do not assume responsibility for any other costs (i.e. non-refundable airline tickets or hotel reservations) or damages (including consequential, exemplary, incidental, or tort damages) or for any lost profits resulting from the rescheduling or cancelling a program or course.

Email to info@itrainingexpert.com with any questions or concerns.