



# C-LAB™

## Foundational Creative & Critical Thinking

### Creativity Training



### Learning Objectives

After participating your team will be able to:

- Understand what creativity is and how to use it to solve business challenges
- Identify the root cause of problems and turn them into opportunities
- Produce countless unique ideas on demand
- Assess, choose and strengthen ideas to best fit objectives
- Have reliable process for developing ideas collaboratively
- Lead highly productive ideation & problem solving sessions

### Duration

1 days: 9am – 5pm

### Number of participants

Maximum participants is 25

### Who should attend

All levels, all disciplines.  
Any combination.

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### About the Workshop

The World Economic Forum, which looks at the employment, skills and workforce strategy for the future states that by 2020, the top three skills necessary to thrive will be Creativity, Complex Problem Solving, and Critical Thinking.

The question is 'how'? C-Lab™ is the answer.

C-Lab™ is an intensive dive into the neuroscience and methodology behind true creative problem solving. It delivers the key knowledge, process, insight and understanding necessary to collaboratively deliver the kind of innovation thinking this 'Fourth Industrial Revolution' demands from ALL industries. Best of all, once you've experienced C-Lab™, you'll also have the confidence in your own ability to be a creative thinker.

We start with the neuroscience of creativity, break down behaviors that inhibit 'new and different' thinking, and reveal your unique problem solving style through our ThinkStyle™ assessment. Once your brains and attitudes are primed, we move through the C-Lab™ process for a step-by-step framework for creative, complex and critical problem solving. This includes the ability to truly identify the root cause of the RIGHT problem, transform the problem into an opportunity filled with focus and possibility, generate countless ideas on demand and then collaborate to bring those disparate ideas together into new and unique solutions that are representative of the collective genius.

The last quarter of the workshop is where the creative rubber hits the road - real world testing to apply new skills and thinking to your old and persistent challenges or to your new and opportunistic ones. You'll quickly see for yourself how much more strategic, creative and effective both your approach and outcomes are. The result is a wild two-day brain ride that will turn your thinking upside down and change the way your teams ideate forever. By workshop's end, you'll be changed for the better and ready for the future.