

# THINKLAB™

## Foundational Creative Thinking

*Creativity Training*



### Learning Objectives

After participating your team should 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

2 days: 9am – 5:00pm

### Number of participants

Maximum participants is 25

### Who should attend

All levels, all disciplines.  
Any combination.

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### About the Workshop

More than ever, there's an expectation of and need for better, faster and more innovative thinking. The question is 'how'? ThinkLab is the answer.

Creativity is the necessary precursor to innovation. There's no work-around or short cut. Those who can use it to collaboratively solve problems, ideate, and transcend brain barriers will be the only ones truly capable of innovation. In ThinkLab, you'll be led through a simple and intuitive methodology that both focuses and unleashes creative thinking. Sound too good to be true?

We start with the science of creativity (yes – that's a thing), break down behaviors that inhibit 'new and different', and investigate your ThinkStyle™ and how it impacts you and everyone around you. Once your brains and attitudes are primed, we move through the ThinkLab process for a step-by-step framework for creative 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 promise, 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 nagging or new and mysterious challenges. You'll see for yourself how much more strategic, creative and effective not just your results are, but also your approach is. 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 changed for good.

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