

# Creative and Innovative Problem Solving: An Introduction to Design Thinking

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In a highly interactive workshop, you will experience new skills in finding, defining and solving problems and opportunities individually and with others with consensus and commitment to implement. The methodology, called “Simplexity Thinking” is simple, experiential and inclusive and has been applied successfully in small and large organizations globally to tackle complex situations of all kinds.

This unique workshop focuses on learning how to ask the right questions as well as developing innovative answers. Opportunities are provided for you to share your different experiences and ideas about your own real world problems, learn from each other, and walk away with fresh insights to apply immediately. You will discover your own unique problem solving style and learn how to appreciate the styles of others and contribute best to the problem solving process as a whole.

## Workshop Approach

Participants are immersed in a safe learning environment supported by expert coaching to deepen the experience and maximize the impact. They are facilitated in engaging in a creative problem solving process with interconnected skills and tools which build the following

- Confidence and a willingness to tackle problems and engage others
- Transparency and respect for others
- Building consensus on problem definition and solutions
- Bridging language and cultural gaps within teams

## In this program, participants will learn

- Individual and group innovation skills at a concrete, person-to-person, table-top level
- How to work in teams in a more inclusive, faster and innovative way
- The art and science of creative problem solving
- Your own unique problem solving style
- How to create a unique solution to a real work problem of your own

## Instructor Min Basadur

Dr. Min Basadur is a recognized world leader in the field of applied creativity with years of experience in building creative thinking, innovation and problem solving capabilities across organizations. Dr. Basadur began refining his insights about applied creativity at Procter & Gamble while working with teams developing new products and helping senior management engage employees at all levels in cost and profit improvement. Today, Dr. Basadur and his associates work with clients worldwide engaged in a range of industries.

## Learn More

For more information, please contact Lynn Petruzzella at [petruzl@mcmaster.ca](mailto:petruzl@mcmaster.ca) or by telephone at 905-525-9140 Ext. 20509.