

PRODUCTIVITY FOUNDATIONS

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INTERACTIVE
WEBINAR

Problem Solving

Webinar Objectives

In the past few decades, psychologists and business people alike have discovered that successful problem solvers tend to use the same type of process to identify and implement the solutions to their problems. This process works for any kind of problem, large or small.

The Creative Problem Solving workshop will give participants an overview of the entire creative problem solving process, as well as key problem solving tools that they can use every day. Skills such as brainstorming, information gathering, analyzing data, and identifying resources will be covered throughout the workshop.

- **Understand problems and the creative problem-solving process**
- **Identify types of information to gather and key questions to ask in problem solving**
- **Identify the importance of defining a problem correctly using 4 different tools**
- **Write concrete problem statements**
- **Use basic brainstorming tools to generate ideas for solutions**
- **Evaluate potential solutions against criteria**
- **Perform a final analysis to select a solution**
- **Understand the roles that fact and intuition play in selecting a solution**

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