Clear and Creative Thinking:  
Your Key to Working Smarter (1st Edition)

Course Specifications

Course Number: CCT–008_rev4.0
Course Length: Self-study or Classroom Training

Course Description

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

Develop the kind of breakthrough thinking that generates new ideas, creative solutions, and sustained success. This book will show you how to break out of a rut, overcome obstacles to problem solving, and find your way to great ideas.

Course Objective: The learning objectives for Clear and Creative Thinking are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The objectives of this book are:

- To explain how clear thinking can open the reader’s mind to new ways of looking at problems and opportunities
- To explore creative and analytical techniques for generating fresh possibilities
- To illustrate the role that values, culture, and goals have in resolving an issue successfully
- To help readers understand and select appropriate strategies for implementing decisions
Course Content

Part 1: Opening Your Mind to Clear Thinking
- Developing a Whole-Picture Perspective
- Incremental Thinking
- Transformational Thinking
- Timing a Strategy Shift
- Combining Reasoning and Emotion

Part 2: Generating Alternative Ideas
- Sparking Your Creative Imagination
- Tapping into Your Inner Wisdom
- Using Analytical Reasoning
- Understanding Systems Thinking
- Sharing Perspectives with Others

Part 3: Evaluating Alternatives on Their Merits
- The "Six Lens" Approach
- Technical Lens
- Economic Lens
- Ethical-Legal Lens
- Environmental Lens
- Power-Political Lens
- Social-Psychological Lens

Part 4: Putting Plans into Action
- Determining a Decision-Making Strategy
- Implementing Decisions
- Learning from Your Experiences
- Translating Your Thinking into Action
- Additional Reading

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