

## COURSE OUTLINE

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### Creative Thinking for Finance Managers

#### Who is it for?

This unique, interactive and comprehensive master class has been designed with senior executives, senior and middle managers, administrators and managers in mind. Those in fact, who want to recognise and achieve their full potential as professionals and then support the organisation in the most efficient and effective way possible.

#### What is it about?

The programme will provide all the participants with the skills and insights to develop creative thinking and analysis, understand themselves and others and then to expand and capitalise on the learned skills to operate more effectively in their management teams.

They will learn the importance of flexibility, focus, empathy, encouragement and a well balanced approach to their thinking. Also that awareness, thinking styles, problem solving skills and cultural matters are important in guiding both yourself and others towards success and towards creating smart people.

#### What will it cover?

- Setting the scene and outlining the direction
  - Why we need creative thinking in the 21st century, the input from managers and teams.
  - Why creative thinking and analysis are important for organisations.
- Creative thinking and the right mind set
  - Consider the significance of 'frames of reference'.
  - High-level view of thinking styles and the concept of the 'big picture'.
  - What is creativity and innovation and do they have a place in strategy, business and plans?
- Creative business focus and attention to detail
  - Awareness of operational issues versus creativity and creative and strategic objectives.
  - Experience how to link the soft and the hard issues.
  - A creative approach to leadership to develop continuous operational success.
- What is creativity in business?
  - What is creativity and where does it come from?
  - Why do we use creativity in business development to achieve goals?
  - Why creativity is first before strategy and tactics and why it always brings change.

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- The concept and format of 'the new strategy cycle'.
- Creative thinking and the core ideas behind it
  - What are top teams looking for from their creative process?
  - Forms of creative and strategic development.
  - The 5Ps of creative strategy coupled with the benefits of planning.
  - The learning organisation and the proactive development of strategy.
- Creative visioning to assess the future
  - Keeping 'the future in mind' in the personal and corporate planning cycle.
  - Finding the answers to the why? what? how? and who? Questions.
  - The distinction between important and/or urgent actions.
  - Recognising passion and the energy that it creates.
  - Brand and focus – what is the creative importance?
- Improving analysis for better performance
  - Using your scenario techniques to test strategic options.
  - Diagnosis of current situation using a prioritised SWOT analysis - exercise.
- Making it happen – leveraging innovation
  - Diagnosing creative business change and understanding the dynamics.
  - Consider the factors and balance of organisational forces.

### What will I learn?

- Expand creative thinking and analysis skills to improve operational advantage.
- Develop an active role in your company planning and decision-making.
- Focus on key creative thinking areas in guiding others to success.
- Understand creative responsibility & the needs of investors & consumers.
- Managing with creativity is the art of getting things done with people.