MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

POWERFUL CREATIVE THINKING & PROBLEM-SOLVING WORKSHOP

""Unlocking Innovation and Clarity to Tackle Challenges with Confidence""

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
20 – 21 May 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In a world of constant change and complex challenges, the ability to think creatively and solve problems efficiently is a vital skill for professionals at all levels. Whether navigating uncertainty, streamlining a process, or launching innovation, those who bring fresh ideas and practical solutions stand out.

This 2-day hands-on workshop equips participants with structured techniques to enhance creative thinking, uncover root causes, and generate effective, actionable solutions. Participants will break out of fixed patterns, reframe challenges, and collaborate in solving real-world business issues.

Objectives

By the end of this course, participants will be able to:

- Understand the science and psychology behind creative thinking
- Apply problem-solving models to analyze and resolve complex issues
- Generate a wider range of innovative and feasible solutions
- Facilitate brainstorming sessions that lead to results
- Translate ideas into action through structured evaluation and planning

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Why Attend

- Learn to approach problems from fresh, non-traditional angles
- Improve your confidence in idea generation and decision-making
- Acquire tools to facilitate creativity in teams and meetings
- Solve real business challenges using structured innovation methods
- Equip yourself with practical techniques to boost everyday performance

Target Audience

This program is designed for:

- Managers and team leaders
- Innovation, strategy, or business development professionals
- Project managers and problem-solvers
- HR, operations, or technical staff involved in decision-making
- Anyone seeking to improve creativity and critical thinking skills

Individual Benefits

Key competencies that will be developed include:

- Lateral thinking and creative reasoning
- Structured problem diagnosis and root cause analysis
- Brainstorming, ideation, and solution mapping
- Decision-making and solution evaluation
- Team-based collaboration and creativity facilitation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased innovation and problem-solving culture
- More efficient resolution of business and operational challenges
- Higher employee engagement in idea generation and contribution
- Faster, more creative decision-making under pressure
- Cross-functional collaboration and team alignment

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Innovation frameworks and creativity science
- Mini Case Studies – Business problems and creative success stories
- Workshops – Brainstorming, SCAMPER, Six Thinking Hats, and decision matrices
- Peer Exchange – Cross-role collaboration and creative challenge solving
- Tools – Problem-solving templates, creativity boosters, idea evaluators

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Course Outline

Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 – 02:00

Day 1: Foundations of Creative Thinking and Problem-Solving

- Module 1: Unlocking Creative Potential (07:30 – 09:30) • Common creativity myths and mindset shifts • Understanding the creative process and blocks • Traits of innovative thinkers
- Module 2: Problem Definition and Framing (09:45 – 11:15) • Asking better questions and reframing challenges • Identifying root causes using 5 Whys and Fishbone Diagram • Defining problems that lead to better solutions
- Module 3: Ideation Tools and Techniques (11:30 – 01:00) • Brainstorming, SCAMPER, and lateral thinking drills • Six Thinking Hats and role-based idea generation • Using divergent thinking to expand possibilities
- Module 4: Workshop – Creative Problem Challenge (02:00 – 03:30) • Group problem-solving simulation with creative toolsets

Day 2: Turning Ideas into Action

- Module 5: Idea Evaluation and Decision-Making (07:30 – 09:30) • Evaluating options using weighted criteria and decision matrices • Risk assessment and practicality filtering • Choosing “best fit” solutions
- Module 6: Action Planning and Implementation (09:45 – 11:15) • Creating SMART action plans • Gaining buy-in and assigning responsibilities • Overcoming implementation barriers
- Module 7: Facilitating Creative Teams (11:30 – 01:00) • Creating psychological safety for idea-sharing • Managing dominant voices and silent contributors • Fostering creative dialogue and collaboration
- Module 8: Final Challenge – Innovation Simulation (02:00 – 03:30) • Teams apply the full problem-solving cycle to a real or simulated issue • Presentations and peer feedback

Certification

Participants will receive a Certificate of Completion in Powerful Creative Thinking & Problem-Solving, validating their ability to apply innovative thinking and structured problem-solving tools to enhance business results.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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