

# Creativity in Decision Making

1 day workshop

This workshop enables to think the different ways of approaching decisions in a critical way. Different decision approaches and methodologies are presented. We work on creativity as a distinctive element in the objectives definition, in the context vision, in the scenarios building and in the generation of alternatives. The attendees will examine the main concepts of creativity applied to the decision analysis and will learn to approach decision situations in different ways generating various alternatives and possible scenarios. An interactive format with group activities and dynamics is used to encourage the active role of the participants.

At the end of the workshop, attendees will be able to

- Deal with the decision analysis in a consistent way.
- Develop creativity for action.
- Present decisions in different ways.
- Generate different alternatives for each project.
- Identify the possible alternative scenarios.

The course is directed to

- People that take low or medium complexity decisions in the company.
- Participants of decision teams for specific projects.
- People that process information for decision making.
- People that give analytical support to decision teams.

Workshop content

## Possible approaches to a decision

- Identifying a decision. Types of Decisions.
- The decision elements. Uncertainty and ambiguity.
- What is creativity? Its application on the well-ordered steps for a decision.

## A different analysis

- The problem presentation. Multiplicity of approaches.
- Stimulating the approaches variety.
- Types of thinking. Characteristics.

## Creativity in the generation of alternatives

- Mapping strategies aligned with the objectives.
- Unlocking the traditional blocks.
- Creativity techniques for the generation of strategies.

## Imagining possible worlds

- The variables concept, levels and stages.
- Creativity techniques applied to scenarios.
- Probabilities allocation and contingency plans.