

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2208](http://www.amanet.org/2208)

# Creative Thinking in Business

## Inspire and facilitate creative thinking in your team and organization

Have you had difficulty integrating creative thinking and solutions into your organization's culture? Do you or your colleagues feel a lack of confidence when it comes to creative output? Could fostering creative thinking help you and your team achieve better results? Attend this seminar and **learn proven creative thinking techniques** that can help you generate new ideas and develop a blueprint for establishing a climate of creativity at work. You will discover new ways to **break through mental barriers**, "in-the-box" thinking and frustrating roadblocks. Dispel widely held myths about creativity, including the beliefs that it must be a solitary act or reserved only for creative risk-takers. Return to work ready to apply the techniques you've learned toward improving performance, stimulating creative thinking and **unleashing the creative potential in yourself and your team**.

### How You Will Benefit

- Develop a mindset that facilitates creative thinking
- Stimulate your own ability to ideate by mastering creative thinking techniques
- Understand how to turn ideas into new solutions, processes or products
- Remove individual and team roadblocks to generating ideas
- Create a motivational climate that stimulates creative thinking
- Master techniques for managing creative people

### What You Will Cover

- Learning the brain functions associated with creativity
- Exploring cognitive techniques to stimulate your creative thinking
- Self-assessing your personal creative thinking assets
- Knowing what creativity means in different business contexts: problem solving, process improvement, product development and communication
- Implementing the idea-to-innovation process
- Recognizing characteristics of creative employees
- Understanding what motivates creative employees
- Harnessing elements of a corporate culture that stimulates creativity
- Fostering creativity through the right management practices

### Who Should Attend

Managers, team leaders, directors, project managers, supervisors and staff in all industries—as well as anyone who has influence over the creation, adoption and execution of new products, services and processes.

## Schedule

- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,795 GSA

## Credits

1.2 CEU

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