

DCI-03 : Areas of Opportunity and Focus

- 4 videos totalling 41 mins
- Finding areas of opportunity
- Open and target Focus, multiple definitions and focus statements
- The Red Car List for directing thinking
- Exercise - Develop you own 'Red Car' List

DCI-04 : Imagineering

- 5 videos totalling 41 mins
- Introduction to visualisation and gap analysis
- Creative imaging to guide strategic thinking
- Other techniques for Imagineering at all levels
- Exercise – Complete an Imagineering activity

DCI-05 : Mind Mapping

- 5 videos totalling 51 mins
- Radiant and whole brain thinking,
- Mind Maps, Examples, Laws
- Exercise – Mind Map a personal or business event

DCI-06 : Organisational Creativity and Innovation

- 4 videos totalling 29 mins
- Defining creativity and innovation,
- Creative process Ideas-Innovations -Applications/ implementation/ commercialisation
- Exercise – Suggested reading

DCI-07 : The Power of Parallel Thinking

- 3 videos totalling 33 mins
- Reactive vs directed thinking,
- Principles and tools for parallel thinking
- Intro to Edward de Bono's Six Thinking Hats
- Other tools for Parallel Thinking
- Exercise – Using a parallel thinking tool

DCI-08 : de Bono's Six Thinking Hats®

- 4 videos totalling 45 mins
- Six Thinking Hats In-depth
- Exercise – Thinking activity using de Bono's Six Thinking Hats

DCI-09 : Creative Ideation 1

- 4 videos totalling 40 mins
- Brainstorming and beyond
- Introduction to Lateral Thinking
- Random Word and Concept Extraction
- Concept fanning to extend ideas into new areas
- Exercise – Brainstorming followed by Concept fanning

DCI-10 : Creative Ideation 2

- 3 videos totalling 36 mins
- SCAMMPERR
- Idea Box
- Exercise – Ideation using a couple of new tools

DCI-11 : Idea Harvesting, Design & Implementation

- 3 videos totalling 50 mins
- Idea categorisation and harvesting
- Designing Potential Solutions
- Implementation
- Exercise - Harvesting and design of ideas

DCI-12 : Organisational Creativity and Innovation

- 5 videos totalling 74 mins
- Corporate Creativity and Innovation
- An exploration of what works and why
- Creating a culture of creativity and innovation
- Exercise – Suggested reading