Executive and managerial creativity has been an important key in turning things around in organisations. Problem-solving activity pervades all aspects and levels of organisational life. Because problems are unavoidable, most executives and managers spend a considerable portion of their time trying to solve them. It calls for creative decisions as well. Developing creative thinking skills is imperative in enhancing the ability to resolve situations of any nature swiftly and effectively, recognise patterns, trends, pinpoint the causes and take the steps to prevent them in the future.

**CONTENTS**

**Problem Definition and Assessment**
- Identify and defining the problem
- Collection of data and information
- Moving from cure to prevention

**Putting Yourself Within Striking Distance**
- Creative thinking to problem solving
- Are you in control of your creative environment?
- Applying your creative potential

**Creative Techniques and Tools I**
- Introduction to creative techniques and tools
- Advanced brainstorming
- Fishbone techniques

**Creative Techniques and Tools II**
- Force-field analysis
- Mess-mapping
- Lateral thinking
Mr Peter Chin is an independent consultant, providing services in business management, training and development. He has spent more than 20 years in the corporate world; assuming managerial roles with Standard Chartered Bank, Malaysia; Whitcoulls Ltd and Market Gardeners Ltd, New Zealand. Peter is qualified with a Master in Business Administration (MBA) from the University of Bath and holds associateship with the Malaysian Chartered Institute of Management. Peter is a Certified Trainer of the American Management Association (AMA). He is also a member of the National Association of Small Business International Trade Educators (NASBITE) in Portland, USA. He conducts in-house training programmes for large corporations like PERNAS, RENONG, UMW, SAPURA, ABB, Bristol-Myers, George Kent, Anakku Group and Government bodies like MIMOS, FAMA and MINDEF. He also conducts public seminars in the ASEAN region and provides consulting services to small- and medium-sized industries.

**OBJECTIVES**

- Analyse and interpret patterns
- See patterns and trends (both obvious and hidden)
- Identify cause and effect relationships
- Come up with creative, innovative and out-of-the box solutions
- Justify recommendations in a rational and sound manner

**METHODOLOGY**

Practical application of tools and techniques, coaching, role play and workshop-based projects, exercises and simulation.

**WHO SHOULD ATTEND**

Managers, Strategic Planners, Entrepreneurs and Executives.

**ADMINISTRATIVE DETAILS**

Dates: **July 22 - 23, 2013**  
Time: 9.00 am – 5.00 pm  
Venue: Hotel Armada, Petaling Jaya  
   Lot 6, Lorong Utara C  
   Section 52, 46200 Petaling Jaya  
   Selangor Darul Ehsan  
Fees:  
   FMM Members – RM1,200 per participant  
   Non Members – RM1,500 per participant  
Enjoy 5% discount for registration of two (2) and 10% discount for registration of three (3) or more participants from the same organisation and of the same billing source.  
*(Fees include course materials, Certificate of Attendance, lunch and refreshments)*

**FACILITATOR**

**SBL Scheme**

Registration is on a first-come first-served basis. Cheques made in favour of the “FMM Institute” should be forwarded one week before the commencement of the programme. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

All cancellations must be made in writing to FMM Institute. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 13 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

The FMM Institute reserves the right to change the course leader, reschedule or cancel the programmes and all efforts will be taken to inform participants of the changes. Should the event be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

For further enquiries, please contact:  
Pn Fatahiyah / Ms Josephine / Cik Zurina  
**FMM Institute**  
Tel: 03-62867200  
Fax: 03-62776712  
Visit us at www.fmm.edu.my
Dear Sir/Madam,

Please register the following participant(s) for the above programme.

(To be completed in BLOCK LETTERS)

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(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. __________________________ for RM __________________

being payment for ____________ participant(s) made in favour of the “FMM Institute”.

Submitted by:

Name: __________________________________________

Designation: ___________________________ E-mail: ___________________________

Company: ______________________________________

Address: ______________________________________

Tel No.: ___________________________ Fax No.: ___________________________ Date: ___________________________

FMM Membership No.: __________________ My Corporate Identity No.: ___________________________