



**PRACTICAL EDUCATION FOR
EXECUTIVES S.C.**

**PROBLEM ANALYSIS WITH LATERAL
THINKING
AND DECISION MAKING**



The world we have created as the result of the thinking level where our problems are formed, finds a solution at a different level from that where these problems were formed. Albert Einstein.

PROBLEM ANALYSIS AND DECISION MAKING WITH LATERAL THINKING

The basis for good decisions is developed with the creative thinking ability of the decision makers and the vision of where they want to go. The development of these abilities is vital in today executives in order to be able to respond quickly and with agility to the challenges and changes of the market competitors.

Course Objectives

- ◆ Participants get to know fundamental methodologies and techniques to solve problems with lateral thinking techniques, leading them effectively to their labor as decision makers.
- ◆ To identify the steps of the decision making process.
- ◆ To illustrate the barriers in decision making and to learn to counteract them.

Who is it directed to?

- ◆ Businessmen
- ◆ Boards of Directors
- ◆ Managers
- ◆ Company personnel

Program

I.- Thinking strategies and mind structure

- ◆ Level in which the problem is presented
- ◆ Use of creative thinking: Reference background in my thinking process
- ◆ Questioning:
 - ◆ What is the problem?
 - ◆ Alternatives
 - ◆ The core of the problem
 - ◆ Proposals

Lateral thinking and creativity

- ◆ Maps and changes in reference models
- ◆ Lateral thinking examples and exercises
- ◆ Creativity
- ◆ Perceptual positions

Reference model

- ❖ Problem definition
- ❖ Different kinds of problems
- ❖ Problem setting and decision making exercises

II.- Decision-making components

- ❖ Organizational
 - Internal factors
 - External factors
- ❖ Emotional. Use of emotional intelligence
- ❖ Rational

III.- Problem analysis and solution

- ❖ The importance of logic in problem solution
- ❖ Creativity in problem solution
- ❖ Problem Analysis and Solution Techniques

IV. Decision-making

- ❖ Decision-making traps
- ❖ Reference models
- ❖ Joint intelligence
- ❖ Reaching conclusions
- ❖ Learning from experience

Duration

16 hours

Sincerely,

Lic. María Teresa Zavala Alarcón
General Director

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