

## SEMINARSWORLD COURSE AGENDA

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# Creativity Tools and Techniques for Project Managers

**Instructor(s):** Teresa Lawrence, PhD, PMP

**Length:** 1 day

**CEUs:** 0.7 / See below for PDU breakdown

**Pre-work:** None

**Level:** Intermediate

**Primary Topic:** Business Skill Enhancement

**Subtopics:** Problem Solving, Decision Making, Complexity

### Course Description:

Projects come with problems. Now more than ever, the problems that project managers encounter demand that they be creative in their responses. High performing project managers convert problems into challenges then skillfully generate, develop and implement novel solutions to solve those problems.

In this interactive session, participants will learn how to apply the Creative Problem Solving process to their project, program and portfolio management work.

Project managers who consistently deliver on time, within budget and to the desired scope solve problems differently. These project managers excel in their ability to draw from the capacity of their teams, stakeholders, and themselves to be deliberately creative. In this seminar, participants will learn skills to ignite creativity at will instead of waiting for ideas and solutions to happen.

This session is based on the seminal work of Alex Osborn, the inventor of Brainstorming, and Sidney Parnes, the developer of the Creative Problem Solving (CPS) process. As a result of this session, participants will become savvy enough to assess any challenge or opportunity and apply the most dependable creativity tools to best resolve the project challenges they encounter.

### Learning Objectives:

*Upon completion of this course, participants will be able to:*

- Practice creativity tools and techniques described in the PMBOK and other Standards - but rarely explicitly taught.
- Learn techniques to shorten the amount of time it takes to solve problems and implement solutions.
- Learn techniques to strengthen the capacity, performance and productivity of their teams.
- Experience tools to identify the real problems inhibiting project success.
- Practice tools to develop novel and useful solutions to the project challenges they face.

### AGENDA

- Introductions/Icebreaker
- Overview of the day
- Creativity and Innovation: What it is and what it isn't
- When Creativity meets project management
  - What the research says
  - The value in explicitly learning creativity tools described in the *PMBOK® Guide*
- Overarching traits of the creative problem solver

- Three types of thinking: divergent, convergent and combinant
- The Creative Problem Solving (CPS) process
  - Clarify
    - Storyboard
    - Creative questions
  - Ideate
    - Brainstorming
    - Forced Connections
  - Develop
    - PPCO
  - Implement
    - Assistors/Resistors
    - Sequencing
- Application to PM challenges
- Debrief the seminar

**Professional Development Units (PDUS)** are one-hour blocks of time spent learning, teaching others, or volunteering. By attending this SeminarsWorld course, you will be able to achieve the following PDUs as learning hours to apply for PMI certification or to maintain your certification status with PMI. [View](#) how your PDUs align with the PMI Talent Triangle®.

	Technical	Leadership	Strategic	Total
<b>CAPM / PMP / PgMP</b>	0.5	5	1.5	7.00
<b>PMI-ACP</b>	0	5	1.5	6.50
<b>PMI-SP</b>	0	5	1.5	6.50
<b>PMI-RMP</b>	0	5	1.5	6.50
<b>PfMP</b>	0	5	1.5	6.50
<b>PMI-PBA</b>	0	5	1.5	6.50

