



education

If you wonder answers of questions which are “What is creativity? Why should we be creative? How can I notice problems related daily or business life? How can I find needs which nobody knows?” and want to learn methods of collective creativity and idea generation, you should absolutely participate “Brain Storming and SCAMPER” training.

# creative thinking methods

## PURPOSE OF TRAINING

It is aimed that gaining creativity and innovative perspective, learning methods of problem solving, creating collaboration culture, finding customer needs which are known and unknown.



## PARTICIPANT PORTFOLIO

Innovation and R&D, Project Management, Human Resources, Manufacturing, Business Development, Marketing, Sales, After Sales and Finance Departments can participate (for all sectors)

HALF DAY

# CREATIVE THINKING METHODS

## BRAIN STORMING

2  
modul



## Brain Storming

- What is innovation?
- Why should we use brain storming method?
- What is brain storming method?
- The four rules of brain storming according to description of Alex F. Osborn
- Brain storming methods



## Reverse Brain Storming



## Infinity



## Mapping



## Workshop

# CREATIVE THINKING METHODS

## SCAMPER

HALF DAY

Substitute

Adapt

Put to Other Uses

Rearrange

# SCAMPER

Combine

Magnify

Eliminate

- What is creativity?
  - Description of creativity
  - Creativity Diagram
- Why should we be creative?
- Relationship between Creativity and Age
- Thinking outside the box
- Creativity
- SCAMPER method
- Workshop

Contact; [designstudio@hexagonstudio.com.tr](mailto:designstudio@hexagonstudio.com.tr)



[www.hexagonstudio.com.tr](http://www.hexagonstudio.com.tr)

HEKSAGON MÜHENDİSLİK ve TASARIM A.Ş.

Ar-Ge Merkezi / R&D Center

TAYSAD Organize Sanayi Bölgesi

1.Cadde 15.Sokak No.7 Şekerpinar 41420 - Çayırova / KOCAELİ

T.+90 262 6732100 - F.+90 262 6580435

[instagram.com/hexagonstudiotr](https://www.instagram.com/hexagonstudiotr)  
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