



MARKETING  
INSTITUTE OF  
SINGAPORE

# LEADERSHIP

# Creative Problem Solving for Decision Making

## Why You Should Attend This Course:

Much of what business managers and supervisors do is solve problems and make decisions and they are likely to do it by reacting to the problems. Often, when they encounter a new problem or decision they must make, they react with a decision that seemed to work before.

Whilst problem solving is of crucial importance to all businesses when products or processes fail, such that corrective action can be taken to prevent further failures, a potential problem can be predicted, analysed and mitigation applied to proactively reduce the likelihood of problems occurring.

This course proposes both an organised approach to problem solving and decision making as well as a creative angle to view problems. Both Critical and Creative thinking, which have become personal and corporate imperatives, will help individuals forge a path from problems to solutions that are more dependent on logic, reasoning and imagination.

## Learning Outcome:

- Problem Solving Process – Structured and Creative
- Problem Statement and Re-statement
- Convergence and Divergence Tools
- Filtering
- Idea Generation and Creative Solutions
- Decision Making Tools
- Implementation of Innovation
- Conflict Management
- Change Management and Coaching for Change

## Course Outline:

### Basics of Problem Identification

- Problem solving process
- Identification, statement, data gathering & filtering

### Creativity & Innovation

- Competencies of innovation
- Types of innovation
- Overcoming barriers to innovation

### Idea Generation & Decision Making Tools

- Convergent & divergent
- Brain writing / Forced Association
- AIDA Model / Cause & Effect Diagram / Decision Matrix & Trees

### Strategic Considerations

- Goals, customer satisfaction, risk management
- IRM (implementation, review & modification) plans

## Who Can Benefit?

- Business managers who want to be equipped with the latest best-practice skills and tools in problem prevention and decision making.
- New managers and Senior managers with responsibilities to lead and coach team members in problem solving and change initiatives.

## Trainer's Profile:

**Raymond Thomas** is a facilitator, trainer and performance improvement coach. He has more than 21 years experience, collaborating with both local and multinational organisations. His area of expertise is in the fields of leadership, operations, sales and marketing.

Raymond has a Master's Degree in Business Administration (State University of New York at Buffalo, USA) and a Bachelor's Degree in Mechanical Engineer (Swinburne University of Technology, Australia). He is also certified in the ACTA (Advanced Certificate in Training and Assessment) Program and a Certified Behavioural & Career Consultant (Institute of Motivational Living).

His approach to training and coaching is both inspirational and experiential. He is well-known to initiate class activities that are both motivational & paradigm shifting for new managers.

Date:

17–18 Jan 2012  
19–20 Apr 2012

Course Fees:

**S\$780.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

<b>Creative Problem Solving for Decision Making</b> <input type="checkbox"/> 17–18 Jan 2012 <input type="checkbox"/> 19–20 Apr 2012   (9.00am to 5.00pm) <b>S\$780 (subject to 7% GST)</b> <b>Includes lunch &amp; refreshments</b>		<b>*Approved for SDF funding</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Participant(s) Name</b>	<b>Designation</b>	<b>E-mail</b>	<b>Contact No.</b>
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

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 Website: [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

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