



# Creative Problem Solving Intro

Introductory online course  
with exercises and practical examples

In research and innovation, the questions that we want to answer or the challenges that we try to find solutions for are really hard. It often needs a lot more creativity or “thinking outside of the box” to come up with good answers or solutions. Some people tend to think that one really needs to have special gifts to be creative or innovative. But research has shown that, actually, everyone can be creative, and specific techniques can dramatically increase both the quantity as well as the quality of creative output.

This course will give you a practical introduction into a number of tried-and-tested, efficient methods for creative problem solving. By applying them to example problems, we will be able to make first-hand experiences with how these techniques work. You are welcome to contribute your own problems as toy exercises.

Specifically, the tools that we are going to use can be applied to aspects like:

- generating original ideas
- structuring ideas
- selecting ideas
- refining ideas
- providing constructive feedback
- elaborating work plans

## Your Course Instructor

Dr. Simone Cardoso de Oliveira is a professional research & innovation consultant. Trained as a neuroscientist, she has experienced diverse professional fields and roles, ranging from research to management, from university to private companies, from development to sales, and from public employee to free-lancer. Creativity is one of her most favorite pastimes, which she for a long time thought could only be lived in hobbies, but now realizes how powerful and fun it is to be explored in professional contexts.



## Organizational Issues

**Format:** Online, via videoconferencing, plus virtual whiteboard.

Group work, two half days

**Target group:** Academics of any career level.

**Languages:** English or German

**Group size:** min. 6 max. 16

**Course fee per participant:** 250 € plus VAT (if applicable)