Creative Problem Reframing for Organizational Transformation Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #INN9975_265262

Course Introduction / Overview:

This training course is an advanced program designed for professionals who need to solve complex, "wicked" problems that traditional methods cannot address. It focuses on the strategic skill of problem reframing, which involves consciously shifting the way a problem is viewed to unlock new and innovative solutions. The program moves beyond simple ideation to address the fundamental act of defining the right problem before attempting to solve it. Participants will learn how to use a variety of creative frameworks, like design thinking and systems thinking, to analyze challenges from multiple perspectives. The curriculum is informed by the work of academics like Donald A. Schön, whose book The Reflective Practitioner highlights the importance of reframing in professional practice. This course at BIG BEN Training Center emphasizes a blend of analytical rigor and creative exploration. By the end, professionals will have a clear understanding of how to lead their teams in tackling complex challenges, moving from a reactive to a proactive problem-solving mindset. The program is an essential tool for any organization undergoing or preparing for transformation.

Target Audience / This training course is suitable for:

- Strategic planners and business development professionals.
- Innovation managers and R&D leaders.
- Change management consultants.
- Product managers and designers.
- Senior executives and department heads.
- Anyone facing complex, unresolved challenges.
- Project managers and business analysts.

Target Sectors and Industries:

- Technology and Software.
- Consulting and Professional Services.
- Financial Services and Insurance.
- Healthcare and Pharmaceuticals.
- Education and Training.
- Government agencies and equivalent public sector organizations.
- Non-profits and public sector.

Target Organizations Departments:

- Corporate Strategy.
- Innovation and R&D.
- Business Development.
- Product Management.
- Human Resources (HR).
- Operations.
- Executive Leadership.

Course Offerings:

By the end of this course, the participants will have able to:

- Consciously reframe a complex problem to find new solutions.
- Use a portfolio of creative frameworks for problem analysis.
- Challenge assumptions and biases in a group setting.
- Facilitate a reframing session with a team.
- Translate a reframed problem into a clear project plan.
- Communicate a new perspective to stakeholders.
- Lead an organizational transformation by focusing on the right problems.

Course Methodology:

This training course uses a highly interactive and case-based methodology. The program is built around a series of "wicked problems" that participant will work on throughout the week, applying new reframing techniques each day. The course includes hands-on workshops where participants will use visual tools like mind maps, cause-and-effect diagrams, and system maps to deconstruct a problem. The curriculum is designed to be highly collaborative, with small group discussions and peer-to-peer feedback that allow participants to challenge each other's assumptions in a safe and supportive environment. Instructors at BIG BEN Training Center will act as facilitators, guiding participants through the reframing process and providing expert feedback on their approach. This pragmatic approach ensures that participants leave with a clear understanding of the principles of creative problem reframing and the practical skills to apply them to their own organizational challenges. This program is for professionals who want to move beyond solving symptoms to addressing root causes.

Course Agenda (Course Units):

Unit One: The Foundations of Problem Reframing

- Understanding why we get stuck on a problem.
- The difference between a simple, complex, and wicked problem.
- Introduction to the core principles of problem reframing.
- Identifying and challenging your own assumptions.
- Case study on a company that failed to reframe a problem.
- The role of empathy in understanding a problem.
- Building a framework for a creative mindset.

Unit Two: Tools for Creative Problem Analysis

- Using a mind map to deconstruct a problem.
- Applying a "5 Whys" analysis.
- Exploring the power of "How might we..." questions.
- Using metaphors and analogies to reframe a problem.
- The role of visual tools in problem analysis.
- Conducting a stakeholder mapping exercise.
- Workshop on reframing a business challenge.

Unit Three: Reframing Through Perspective

- Using different lenses to view a problem, such as customer, employee, and competitor.
- Applying the "Six Thinking Hats" framework.
- Using a design thinking approach to problem reframing.
- Exploring the role of systems thinking.
- Conducting a "worst idea" session to break patterns.
- Practicing a "role-reversal" exercise.
- Case study on a company that used reframing to find a new market.

Unit Four: Leading the Reframing Session

- The leadership skills required to facilitate a reframing session.
- Creating a psychologically safe environment for challenging ideas.
- Overcoming resistance to a new perspective.
- Translating a reframed problem into a clear, actionable statement.
- The art of communicating a new perspective to stakeholders.
- Building a coalition of champions for a new approach.
- Workshop on facilitating a reframing session.

Unit Five: Implementation and Transformation

- Creating a project plan from a reframed problem.
- Developing a roadmap for organizational transformation.
- Using small experiments to test a new solution.
- Measuring the impact of a reframed approach.
- Building a culture that celebrates challenging the status quo.
- Final project presentation on a transformed problem.
- Review and feedback session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a leader convince their team and senior management to invest time and resources in "reframing" a problem, when the immediate pressure is to find a quick, direct solution to the perceived problem?

What unique qualities does this course offer compared to other courses?

This training course is unique because it focuses on the strategic and creative skill of problem reframing. Unlike traditional problem-solving courses that provide a linear process, this program teaches professionals how to take a step back and question the fundamental nature of the problem itself. It goes beyond simple ideation to provide a suite of analytical and creative frameworks for viewing a challenge from multiple perspectives. The course is highly practical, with hands-on workshops that allow participants to apply these techniques to complex, real-world problems. This program gives professionals valuable and rare skills: the ability to see a problem not as a roadblock, but as a gateway to new, innovative opportunities. It is an essential tool for any leader who wants to drive meaningful change and transform their organization.