Strategic Critical Thinking and Creative Problem-Solving Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IS6163_288590

Course Introduction / Overview:

In today's fast-paced and complex business environment, the ability to think critically and solve problems creatively is no longer a niche skill but a fundamental requirement for professional success and organizational growth. This intensive training course is designed to equip participants with the essential mental models and practical tools needed to navigate challenges, drive innovation, and make sound, evidence-based decisions. Moving beyond theoretical concepts, this program focuses on the practical application of advanced analytical and creative techniques. We will explore the pioneering work of thinkers like Edward de Bono, particularly his concepts from the book "Six Thinking Hats," to provide structured approaches to complex problem-solving. At BIG BEN Training Center, we have developed a curriculum that integrates rigorous analytical frameworks with dynamic creative thinking exercises. This holistic approach ensures that participants not only learn to identify the root cause of a problem but also to generate a wide array of innovative solutions, evaluate them systematically, and implement them effectively. This course will transform your approach to challenges, empowering you to become a more agile, strategic, and influential professional within your organization.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Project Managers and Program Coordinators.
- Department Heads and Senior Managers.
- Business Analysts and Strategy Planners.
- Engineers and Technical Professionals.
- Human Resources and Organizational Development Specialists.
- Anyone involved in decision-making, innovation, or process improvement.

Target Sectors and Industries:

- Technology and Information Services.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Government Agencies and Public Sector Organizations.
- Telecommunications and Media.

Target Organizations Departments:

- Operations and Logistics.
- Research and Development (R&D).
- Project Management Office (PMO).
- Human Resources and Training.
- Marketing and Sales.
- Strategy and Corporate Planning.
- Finance and Accounting.
- Customer Service and Support.

Course Offerings:

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

- Deconstruct complex problems into manageable components for effective analysis.
- Apply structured critical thinking frameworks to evaluate information and arguments.
- Identify and mitigate common cognitive biases in personal and group decision-making.
- Utilize a variety of creative thinking techniques to generate novel ideas and solutions.
- Master root cause analysis tools to address core issues rather than symptoms.
- Facilitate productive brainstorming and idea-generation sessions within a team.
- Develop clear criteria for evaluating potential solutions and making optimal choices.
- Construct robust action plans for implementing chosen solutions effectively.
- Communicate complex ideas and strategic decisions with clarity and confidence.
- Foster a culture of continuous improvement and innovation within their teams.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and application-focused. We believe that deep learning occurs through doing, not just listening. Therefore, this course moves beyond traditional lectures to create an immersive, experiential learning environment. Participants will engage in a variety of hands-on activities, including real-world case study analysis, collaborative group problem-solving exercises, and dynamic brainstorming sessions. We utilize role-playing scenarios to simulate complex workplace challenges, allowing participants to practice their new skills in a safe and supportive setting. The program incorporates proven tools and models, such as mind mapping, the 5 Whys, and decision matrices, with a strong emphasis on practical application. Facilitated discussions and peer-to-peer feedback are integral components, encouraging the exchange of diverse perspectives and shared learning. Our expert facilitators guide participants through each module, ensuring they can connect the concepts directly to their professional roles and leave with a practical toolkit they can implement immediately to drive tangible results.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Critical Thinking

- The Core Principles of Critical Thinking.
- Differentiating Critical Thinking from Everyday Thinking.
- Recognizing and Challenging Assumptions.
- Understanding Cognitive Biases and Logical Fallacies.
- The Role of Evidence and Logic in Argumentation.
- Developing Intellectual Humility and Open-mindedness.
- Techniques for Active Listening and Questioning.

Unit Two: Advanced Analytical and Problem-Framing Techniques

- Defining and Framing Problems Accurately.
- The 5 Whys Technique for Root Cause Analysis.
- Utilizing the Fishbone (Ishikawa) Diagram.
- Gathering and Organizing Relevant Data.
- SWOT Analysis for Strategic Assessment.
- Breaking Down Complex Issues with Decomposition.
- Distinguishing Between Urgent and Important Problems.

Unit Three: Unleashing Creativity and Innovative Problem Solving

- Overcoming Barriers to Creative Thinking.
- Principles of Divergent and Convergent Thinking.
- Advanced Brainstorming and Brainwriting Techniques.
- Introduction to Edward de Bono's Lateral Thinking.
- Applying the SCAMPER Method for Idea Generation.
- Mind Mapping for Visualizing Connections and Ideas.
- Using Analogies and Metaphors to Spark Innovation.

Unit Four: Structured Decision-Making and Solution Evaluation

- Frameworks for Effective Decision-Making.
- Developing Clear Evaluation Criteria.
- Using a Decision Matrix for Comparing Alternatives.
- Cost-Benefit and Risk-Benefit Analysis.
- Applying the Six Thinking Hats for Balanced Evaluation.
- Techniques for Gaining Consensus in Group Decisions.
- Avoiding Analysis Paralysis and Making Timely Choices.

Unit Five: Implementation, Communication, and Fostering an Innovative Culture

- Developing a Step-by-Step Implementation Plan.
- Communicating Solutions to Stakeholders for Buy-in.
- Anticipating and Planning for Potential Obstacles.
- Monitoring Progress and Measuring Success.
- Leading and Facilitating Creative Teams.
- Creating a Psychologically Safe Environment for Innovation.
- Embedding Critical and Creative Thinking into Team Culture.

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 an organization systematically overcome the inherent resistance to creative change and embed critical thinking into its core operational DNA?

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

This course distinguishes itself by holistically integrating the two powerful, yet often separately taught, disciplines of analytical critical thinking and expansive creative problem-solving. While many programs focus on one or the other, we operate on the principle that true innovation arises from the synergy between them. Our curriculum is meticulously structured to first build a robust foundation in logical analysis, enabling participants to deconstruct problems with precision, before introducing a suite of creative techniques to generate novel solutions. This dual-focus ensures that creativity is not random but is purposefully directed at well-defined, validated problems. Furthermore, the course emphasizes the transition from idea to action, dedicating a full unit to the practicalities of implementation, stakeholder communication, and fostering an innovative culture. Rather than just presenting a collection of tools, we guide participants in building a cohesive "thinker's toolkit" through highly interactive case studies and real-world simulations. The inclusion of established frameworks like Edward de Bono's "Six Thinking Hats" provides a common language and process that can be immediately applied back in the workplace, making this a uniquely practical and transformative learning experience.