

Creative Management

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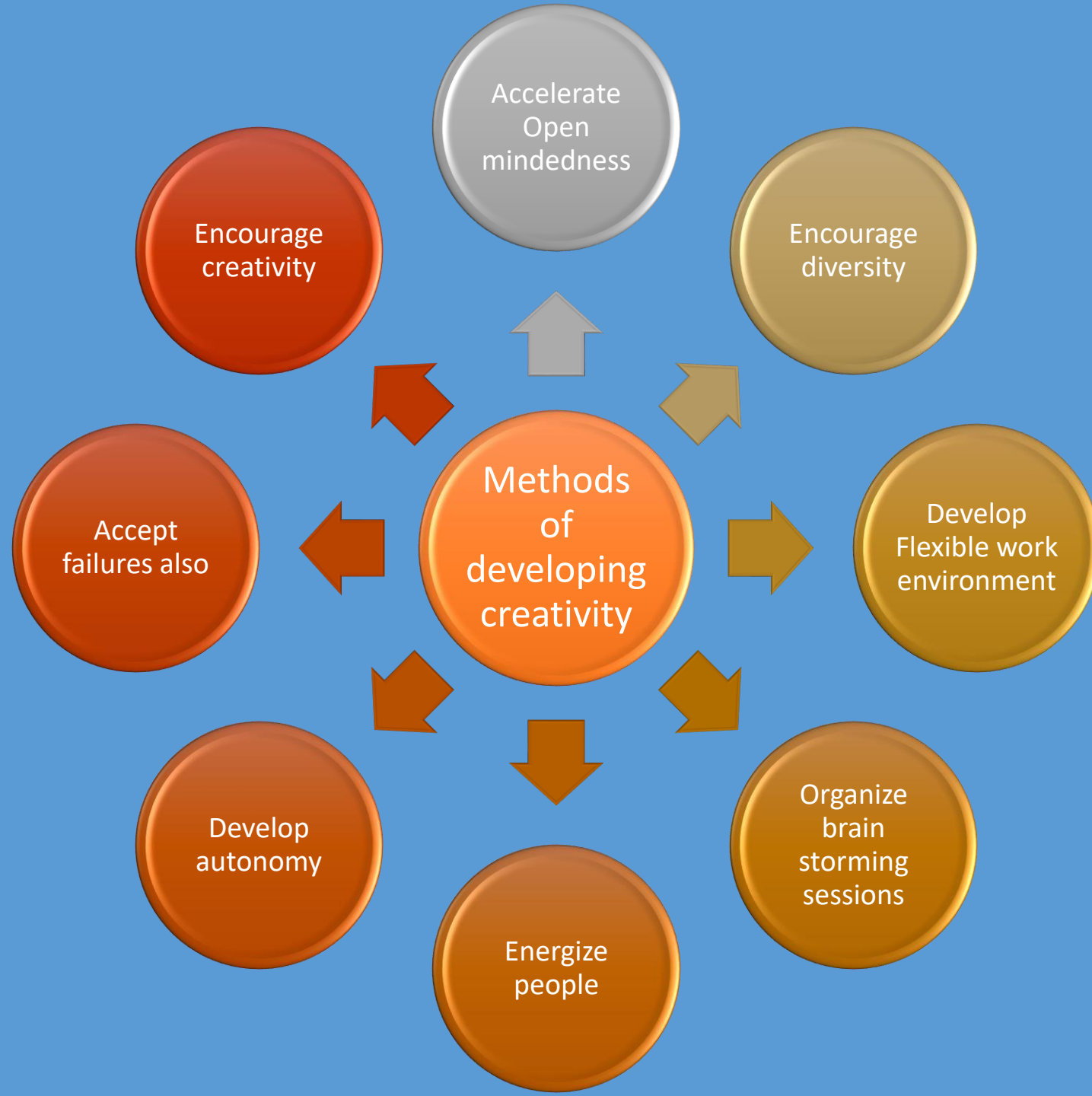
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Importance of creativity

- Ease and fast problem solving
- Better identification in competition
- Enhance productivity
- Multiple solutions
- Reduce challenges
- Promote Innovation

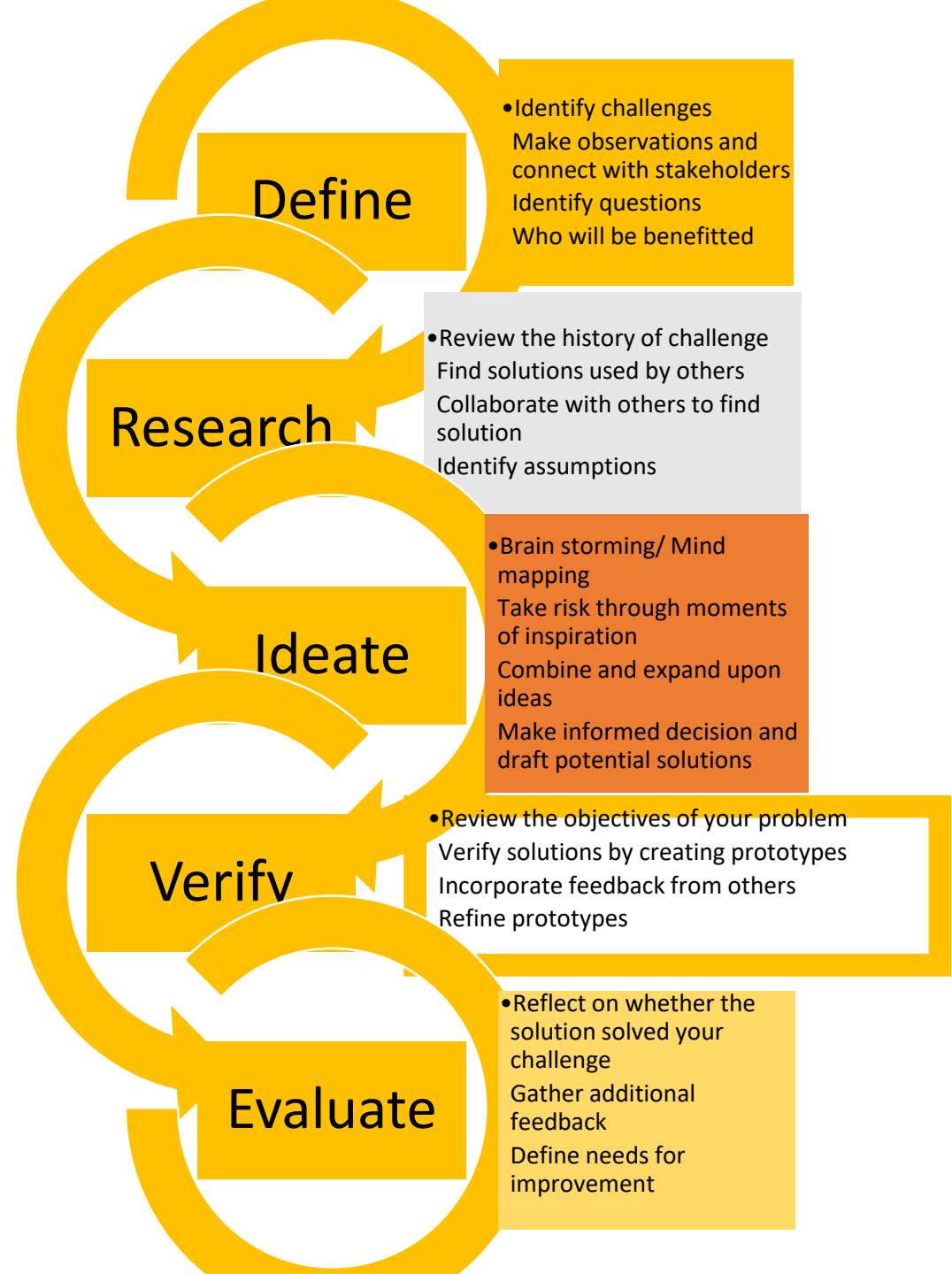


Creative Thinking Process

Perception/ Facts

Ideas

Solutions



Components of individual creative thinking

