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THE SCIENCE OF CREATIVITY

Start Date:	21/03/2027	**End Date:**	25/03/2027
Categories:	Wellbeing & Personal Dev	**Venues:**	Dubai
Formats:	In Person	**Instructors:**	

OVERVIEW

Creativity isn’t just a talent—it’s a trainable skill grounded in cognitive science, emotional regulation, and strategic frameworks. The Science of Creativity is a hands-on training program that demystifies the creative process and gives participants the tools to systematically generate ideas, solve problems innovatively, and unlock new possibilities in their personal and professional roles. Drawing from neuroscience, psychology, and design theory, this course enables individuals and teams to overcome creative blocks, shift mental models, and turn insight into innovation.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the cognitive neuroscience of creativity, including default mode and executive networks – Apply structured frameworks to guide divergent and convergent thinking – Use scientifically backed techniques to overcome creative blocks and fixed thinking patterns – Leverage emotional and environmental factors to foster ideation and flow – Apply tools like Design Thinking, SCAMPER, and Six Thinking Hats to real-world problems – Cultivate habits of creative confidence, curiosity, and open-ended exploration – Translate creative ideas into practical innovation with stakeholder alignment

COURSE OUTLINE

Course Outline The Neuroscience of Creativity: How the Brain Generates Ideas Overcoming Mental Blocks and Cognitive Rigidity Edward de Bono’s Six Thinking Hats for Perspective-Shifting The Osborn-Parnes CPS Model: Clarify, Ideate, Develop SCAMPER Technique for Creative Iteration Design Thinking Process: Empathize, Define, Ideate, Prototype, Test Environmental Triggers and the Role of Flow States Convergent vs Divergent Thinking and When to Use Them Personal and Team-Level Creativity Habits Creative Pitching and Storytelling for Buy-In

TARGET AUDIENCE

This course is designed for All Supervisory Levels, professionals, team leaders, product innovators, marketers, strategists, and cross-functional teams who want to enhance their creative capacity, problem-solving fluency, and innovation confidence in a fast-changing world.

METHODOLOGY

This program is delivered through interactive labs, structured ideation sessions, and creative simulations. Participants work both individually and in teams using real-life scenarios to practice tools such as brainwriting, reverse brainstorming, metaphor mapping, and design prototyping. Group activities emphasize divergent idea generation, followed by convergent decision-making, grounded in frameworks like CPS, SCAMPER, and Design Thinking. Live feedback, rapid prototyping, and playful challenge exercises ensure concepts are learned through action, not theory alone.

CONCLUSION

Participants leave with a toolbox of science-based creative frameworks, a deeper understanding of how their brain works under pressure, and the confidence to apply structured creativity to their work, team challenges, and personal innovation goals.

DAILY AGENDA

Day 1: Unlocking the Brain: Science & Strategy of Creative Thinking

Explore the neuroscience behind creativity, unlock hidden thinking patterns, and apply frameworks like CPS and Six Thinking Hats to generate and expand innovative ideas.

Day 2: Frameworks in Action: From Idea to Innovation

Translate creativity into practical solutions using Design Thinking, SCAMPER, and storytelling techniques—refining raw ideas into testable, impactful innovations.

Day 3: Creative Decision-Making & Innovation in Teams

Apply creativity frameworks to group settings, enhance ideation with tools to guide teams through collaborative innovation that balances novelty with feasibility.

Day 4: Sustaining Creative Flow & Embedding Everyday Innovation

Learn how to cultivate flow states, reduce creative friction, and design rituals, environments, and habits that support ongoing innovation in fast-paced, real-world settings.

For more information, please contact us:
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