

DEVELOP PROBLEM-SOLVING CREATIVE THINKING & INNOVATION MINDSET



March 18, 2020 | Marriott Hotel - Karachi
9:30am to 5:00pm

Highlights of the Workshop

- **Understanding the origin of the creative spirit:** Lessons from history
- **Mental agility:** What is meant to be mentally agile
- **Creative mind and the subconscious:** tapping into universal creative energy
- **Strategies for enhancing creative intelligence:** Action items for everyday practice
- Barriers to the creative mind and how to avoid them

Who Should Attend:

- Mid to senior level professionals who are engaged in designing, improvising, and implementing value creation
- Team leaders responsible for connecting divergent ideas or knowledge of business processes to develop strategies for business development

Key Benefits

- **CREATE** awareness of strategies used by creative masters for problem-solving and discovering out-of-the-box perspectives
- **UNDERSTAND** the challenges and traps of thinking habits that slow down the creative process and prevent thinking beyond conventional paradigms
- **LEARN** practical frameworks and tools that can be used by participants to organize ideas and structure the thinking process
- **APPLY** creative thinking methodologies to drive innovation.

Course Facilitator:

Ayesha Tariq Sethi



- MBA in Strategy (AMBA/EQUIS Accredited) from Koc(h) University Istanbul
- MBA Exchange Program Candidate for Global Network for Advanced Management (GNAM) – University of British Columbia, Sauder School of Business.
- Bsc in Business from London School of Economics (LSE), University of London.
- 7+ years of experience in business, management and education.

Organizations benefited from Ayesha's Training



For Details:

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Program Overview:

Creativity is a key driver of business strategy and problem solving. Our ability to process information, ideas, and experiences in unique ways to address business challenges determines how quickly an organization innovates to adapt to dynamic market conditions. However, as we acquire more skills and knowledge in our field, we are more likely to become complacent and get stuck in conventional mental routines until repetition becomes the norm and we lose the natural brain muscles to innovate. It's important to keep the creative juices flowing by internalizing definite strategies that fuel the mind to make new associations. Original thinking is key to business innovation and personal power.

This one day experiential learning workshop is designed to take the participants into a deep dive to explore the drivers of creative thought process and the tools that can be applied to address business challenges in unique ways.

AGENDA

Understanding the origin and application of the creative spirit

- Creative process used by masterminds throughout history
- Exploring limiting beliefs about creativity and the innovation mindset
- Is creativity and innovative capacity only for senior management?

Mental agility: What is meant to be mentally agile

- Why thinking tools are important to develop mental agility
- How can tools help us develop mental agility

Creative mind and the subconscious: tapping into universal creative energy

- Understanding the big picture perspective on universal creative energy
- Reframe your mental model – perspective taking

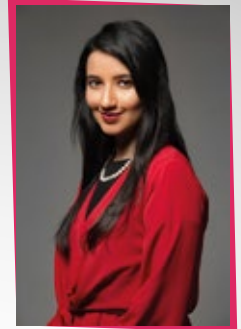
How can we learn to be more creative as individuals?

- Understand barriers to exercising the creative mind and how to avoid them
- What can we do on an everyday basis to tap into our creative potential

Facilitator's Profile

Ayesha Tariq Sethi

Ayesha Tariq Sethi has been actively engaged in learning and organizational development across different functions in the industry through strategic projects both locally and abroad since 2010. Driven by a strong ambition to create lasting value in organizational development, Ayesha founded Sethi Learning & Company in 2017 to create focused impact in the industry across different business streams through targeted interventions. Her work experience spans across areas of innovating solutions for supply chain digitalization (Li & Fung HQ, Istanbul), conducting internal audits of business functions, managing control group forums, planning and executing nation-wide management trainee drive, and engaging in lean-six sigma and risk management.



At present, Ayesha's personal learning focus is on pursuing scientific approaches to emotional and social intelligence that go beyond conventional understanding. **Hence, in 2018, she actively led research teams in 14 organizations across pharma, textile, banking, and FMCGs in Karachi to understand why teamwork fails to understand the local dynamic.** She was also invited to speak on 'Why teams fail' at the University of Waterloo, Canada, 6th National Project Management Conference, Islamabad, and moderated both 'Diversity & Inclusion Conference 2019' and Ingram Micro's First Digital Summit in Pakistan. She has facilitated learning programs across a range of organizations over the past few years. Her article '**The scientific approach to corporate excellence**' was featured on the cover of the Association of MBAs (AMBA) global business magazine's July edition.

INVESTMENT

1 - 3 Participants

INDIVIDUALS

PKR 15,000 +SST

4 - 6 Participants

TEAMS

PKR 12,000 +SST

7 + Participants

CORPORATE

PKR 9,500 +SST

Fee Includes:

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Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

For Registration & Details:

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