

# Training materials part I

Kraków (Poland)

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## Problems and solutions in startup company

### What are the skills and tools?

*What is Creative Problem Solving?*

*Why Creative Problem Solving is important for start-uppers?*

*What is Design Thinking?*

*Online course and training materials*

# ***What is Creative Problem Solving?***

It is a methodology based on a multidisciplinary approach dealing with the role of creativity, innovation and problem solving in daily life, different and various situations.

Problem solving begins with recognising that a problem exists and establishing an understanding of the nature of the situation.

It requires the solver to identify the specific problem(s) to be solved, plan and carry out a solution, and monitor and evaluate progress throughout the activity.

## ***From problems to CHALLENGES***

Perhaps it would be more appropriate if we could use challenges rather than problems. Usually we use the word problem as a reason for not to do something.

The word challenge denotes a hurdle which needs to be overcome and in the process we become better people and better entrepreneurs. Start uppers should adopt this kind of approach if they want to be successful and instead of looking at problems they will encounter they will perceive them as challenges and be able to turn them into opportunities.

Let's analyse the words:

**CREATIVE**

**PROBLEM**

**SOLVING**

## ***Problem***

Cambridge Dictionary defines PROBLEM as a situation that causes difficulties.

Peter Honey defines a problem as the difference between what you've got and what you want.

## ***Solving***

It is obvious that SOLVING is immediately connected with PROBLEM, in other words, it is natural to look for an answer/action in order to stop or remove the problem.

## ***Creative***

Now it's time to introduce the word CREATIVE: to bring into a situation something that was not there before, that has elements of newness.

We have to take care to identify correctly CREATIVITY as something about the introduction of something in a context that has value.

Don't confuse it with ART where it is obvious that usually ART is new and has a value.

**We are talking about creativity of new ideas and not about the creativity of art that involves aesthetic, excellence and skills/attitudes that can't be learned.**

## ***Why Creative Problem Solving is important?***

Creative thinking is not the universal antidote to be used to solve all problems but it offers ways to examine problems that force us to find alternative solutions in a context where few solutions are often available.

Following Linus Pauling, a chemist, biochemist and peace activist winning 2 Nobel Prizes:

**“The best way to have a good idea is to have a lot of ideas.”**

## ***Why Creative Problem Solving is important for startupper?***

The reality, especially for start uppers is a lot more difficult to the one where there are open-ended problems: Creative Problem Solving methodology is going to be applied to provide the skills to face problems for which there is more than one solution and so to give more chance in the long term to the success.

In effect, an entrepreneur’s job is to face a large amount of problems and solve it where everybody else is indecisive and scared to do so and, at the same time, take full responsibility for those actions and decisions.

# ***Concepts***

Creative thinking is essential in startup organizations today.

It is necessary for driving innovation and competitive spirit and an excellent way to promote team building, communication, trust, and problem solving skills.

One of the best ways to build creative thinking skills is to use exercises that encourage “out-of- the-box” thinking. The combination of self-paced or hybrid training with tutors or without, then a set of workshops for small number of start-uppers will give the highest rate of result and satisfactions.

Empirical scientific studies show that creative thinking trainings will only lead to a change in the behavior of individuals and the culture of an organization if the following criteria are met:

- The training makes sure that the basic principles of creative thinking are accepted and applied by the participants.
- The training connects creative thinking techniques and tools with a model of the creative process so that the participants know when to use which tool and develop an understanding of the creative process in general.

## ***Creative thinking training***

*Exercises and tools*

*Online course in your language*

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### ***Principles***

*Learners will discover the principles of the Creative Problem Solving by exploring and analyzing several examples of innovation and patterns about where the creativity is coming from.*

### ***Principles Exercise and tools***

*Divergent Thinking and Convergent thinking analysis will lead to the creativity measurements such as fluidity and to the discovery of multiple ways to generate new ideas.*

***[Download free materials](#)***

# ***What is Design Thinking***

Design thinking is a process for creative problem solving.

“Design thinking is a human--centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

— Tim Brown, CEO of IDEO

Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. This approach calls design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges.

We are going to learn the skills and mindset of design thinking and build our confidence to tackle complex challenges.

Our training with FUZERS in Service Design Thinking:

***[Download free materials](#)***

## ***Training materials***

vet4startup.eu

fuzers.com

## ***Sources***

vet4startup.eu

ideou.com

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