# Critical and Creative Thinking

*Think critically and creatively for innovation*

## THE PROBLEM

Teams jump to solutions, defend assumptions and confuse confident statements, including AI's, with facts. Innovation needs both the discipline to question and the freedom to imagine.

## YOU LEAVE WITH

1. Methods to test an argument, a claim or an AI answer before acting on it.
2. Creative techniques to generate real alternatives to the obvious answer.
3. A problem from your work reframed and a solution pitched to peers.

## LEARNING OUTCOMES

- Recognise biases, logical fallacies and unsupported claims, including in AI output.
- Define a problem precisely and find its root cause.
- Generate and select creative options with structured techniques.

**DURATION**
Full day; two-day edition inside leadership academies

**HANDS-ON**
5h30 practice, 1h00 theory (15%)

**FORMATS**
Public or in-house; online version

**GROUP SIZE**
10 to 20 participants

**LANGUAGE**
English; French on request

**TOOLS**
Laptop

**ATTESTATION**
Certificate of attendance

## WHO SHOULD ATTEND

Managers, high potentials and innovation teams.

## HOW EVERY AETHEIS COURSE WORKS

| | | |
|---|---|---|
| **Labs first**<br>On your own material | **Theory capped**<br>Under 20% of the time | **Atlas follow-up**<br>Day 3, 7 and 30 |

## PROGRAMME

| Time | Block | Theory | Practice |
|---|---|---|---|
| 09:00–10:45 | **Thinking traps.** Biases and fallacies; the AI confidence test | 15 min | 90 min |
| 11:00–12:30 | **Root cause.** Defining the problem; the 5 whys | 15 min | 75 min |
| 13:30–15:00 | **Creative thinking.** Divergent and convergent techniques | 15 min | 75 min |
| 15:15–17:00 | **From idea to pitch.** Selecting, shaping and pitching a solution | 15 min | 90 min |
| **Total** | Breaks and lunch not counted | **1h00** | **5h30** |

## LABS, ON YOUR OWN MATERIAL

**Spot the fallacy**
Arguments and AI answers taken apart.

**Root cause**
Your problem, five whys deep.

**Idea generation**
Twenty options, then three worth testing.

**Pitch**
Your solution in three minutes.

## WHAT TO BRING

One real problem from your work that has resisted the usual solutions.

## AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up on your commitment at day 3, 7 and 30. Templates and worksheets stay in your space.

## LEARNING PATH

BEFORE
LDR1 Digital Leadership Mindset

THIS COURSE
**LDR2 Critical and Creative Thinking**

AFTER
LDR3 Disruptive Innovation Management

## FORMATS AND PRICE

**Rs 32,000 · €600 · USD 700**

per participant

Full day, excluding VAT; lunch and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

**Training a whole team?**
We run this course in-house, with labs built on your own material →
aetheis.com