

## Mindwerx Online Training Modules

Drawn from the best of Mindwerx' **Deliberate Creativity & Innovation** programs, below is a list of eLearning modules you can undertake fully online, either individually or as a complete master course. While most eLessons are part of a larger program, each also stands on its own as far as addressing the specific subject matter being addressed.



For those people undertaking a facilitated DCI program, you will join a Cohort of other participants, where you will be able to interact with them and the program facilitators. We can give you feedback on the exercises you do, and guide you through the learning process. Your primary facilitator for these modules is Mindwerx co-founder and Innovation Facilitator Bill Jarrard, who will be joined by Buzan master trainer Jennifer Goddard for the Mind Mapping module.

Each module contains considerable material including videos, downloadable notes, templates, posters, audio info, Mind Maps, Links and more. Most modules will take between 1.5 and 3 hours to complete if you undertake the recommended exercises. We trust you enjoy these, and please let us have your feedback as you complete each one.

### [DCI-00 : Program Overview](#)

- This module gives an introduction to the purpose of the course, how it works, and is aimed at giving viewers enough information to decide to participate or approve a staff member's participation.
- 10 mins of video to give a full appreciation of the program
- Course information sheets, FAQs, overview, testimonials

### [DCI-01 : Welcome & Program Introduction](#)

- 4 videos totalling 33 mins
- Introductions - Presenter, participants and course
- Course overview, approach, books, reading, expectations
- Introduction to using the modules

### [DCI-02 : Introduction to Deliberate Creative Thinking](#)

- 3 videos totalling 29 mins
- Power of perception, reactive-passive-deliberate thinking
- Applied Creativity & Innovation model
- Exercise – Take the Mindwerx Creativity Survey

### **DCI-03 : Areas of Opportunity and Focus**

- 4 videos totalling 41 mins
- Finding areas of opportunity
- Open and target Focus, multiple definitions and focus statements
- The Red Car List for directing thinking
- Exercise - Develop you own 'Red Car' List

### **DCI-04 : Imagineering**

- 5 videos totalling 41 mins
- Introduction to visualisation and gap analysis
- Creative imaging to guide strategic thinking
- Other techniques for Imagineering at all levels
- Exercise – Complete an Imagineering activity

### **DCI-05 : Mind Mapping**

- 5 videos totalling 51 mins
- Radiant and whole brain thinking,
- Mind Maps, Examples, Laws
- Exercise – Mind Map a personal or business event

### **DCI-06 : Organisational Creativity and Innovation**

- 4 videos totalling 29 mins
- Defining creativity and innovation,
- Creative process Ideas-Innovations -Applications/ implementation/ commercialisation
- Exercise – Suggested reading

### **DCI-07 : The Power of Parallel Thinking**

- 3 videos totalling 33 mins
- Reactive vs directed thinking,
- Principles and tools for parallel thinking
- Intro to Edward de Bono's Six Thinking Hats
- Other tools for Parallel Thinking
- Exercise – Using a parallel thinking tool

### **DCI-08 : de Bono's Six Thinking Hats®**

- 4 videos totalling 45 mins
- Six Thinking Hats In-depth
- Exercise – Thinking activity using de Bono's Six Thinking Hats

### [DCI-09 : Creative Ideation 1](#)

- 4 videos totalling 40 mins
- Brainstorming and beyond
- Introduction to Lateral Thinking
- Random Word and Concept Extraction
- Concept fanning to extend ideas into new areas
- Exercise – Brainstorming followed by Concept fanning

### [DCI-10 : Creative Ideation 2](#)

- 3 videos totalling 36 mins
- SCAMMPERR
- Idea Box
- Exercise – Ideation using a couple of new tools

### [DCI-11 : Idea Harvesting, Design & Implementation](#)

- 3 videos totalling 50 mins
- Idea categorisation and harvesting
- Designing Potential Solutions
- Implementation
- Exercise - Harvesting and design of ideas

### [DCI-12 : Organisational Creativity and Innovation](#)

- 5 videos totalling 74 mins
- Corporate Creativity and Innovation
- An exploration of what works and why
- Creating a culture of creativity and innovation
- Exercise – Suggested reading

For more information on how we can tailor this program for you contact Bill direct at [bill@mindwerx.com](mailto:bill@mindwerx.com), and he can also show you how we can also develop special online modules featuring your own people and projects if you like.