



## Creative Problem Solving (Advanced Systematic Inventive Thinking)

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**CATEGORY:** Decision Making, Problem Solving, Creative Thinking

**WHO SHOULD PARTICIPATE:** All staff

**METHODOLOGY:** Lecture, discussion, in-class activities, group-work

**LANGUAGE:** Chinese, English or bilingual

**DURATION:** 2 Days

**Purpose** To learn a powerful new approach to finding creative solutions

“These days, the most important component needed for a company to be successful is the ability to generate ideas and solve problems in creative ways. A non-creative company will not survive.” – Roni Horowitz

**Process** Advanced Systematic Inventive Thinking is a new and powerful methodology used to find creative solutions. The ASIT method was developed by Israeli Roni Horowitz, and has been proven effective in companies around the world.

**Pay Off** **What can people learn from this course?**

- Participants will learn a new method for approaching and finding creative solutions to common work-related problems, saving significant time and money.
- The creative problem solving method will give participants immediately usable tools and let them practice with real-world challenges from their workplace.

**Selected Course Topics** Introduction to ASIT Method: Advanced Systematic Inventive  
Where does Creativity Begin? How can we be more creative?  
Three Examples in Creative Problem Solving  
Activity: individuals seek answers to three industrial problems  
Key Learning: the creative answer is also the elegant, simple  
Case/Problem Solving Exercise: The Antenna  
Problem Solving Game: Ping-Pong Bomb  
Employ some brainstorming and reductive reasoning techniques of the ASIT method  
Two More ASIT Techniques: multiplication and object removal  
Applying two principles of the ASIT Method: closed world principle and qualitative change  
Two cases: group problem solving task

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