

# CMS Business School JAIN UNIVERSITY

Presents

## One Day Workshop on Out-Of-the-Box Thinking



### Event Highlight

An ever-changing world constantly throws up new challenges, to surmount which, old ways are inadequate. And new challenges call for new ways of tackling them and at the heart of this lies, fresh thinking. However, to think up creative ways to tackle challenges and to 'Do the new', is easier said than done. This need for out-of-the-box thinking is being felt across all levels of the organizations and across functions. This workshop has been designed to spotlight ways in which everyone can think out of the box. Because creative thinking is not the exclusive preserve of "creative" professionals. But thinking out-of-the-box isn't something you can 'switch on' and 'switch off'. What today's professionals need are ways of making lateral thinking a habit. This is what the workshop aims to do. To give insights into how out-of-the-box can be made a habit by everyone, so that they use it to tackle new challenges in new ways.

### Best suited for

This program has been designed for

- Industry practitioners in the areas of marketing, advertising and media.
- Students pursuing post graduate programme in management.

### Program Content

This workshop aims to highlight some key ways in which people can make out-of-the-box thinking a habit and not just a one-off thing. Using a mix of theory and exercises, the workshop aims to deliver actionable ways in which participants can imbibe the spirit of creative thinking, and will cover:

- What is out-of-the-box thinking? (re)Defining concepts and setting the context
- Methods of thinking out-of-the-box
- Bridging theory & practice - Implementing creative thinking concepts
- Problem solving - Identifying the real issues and tackling them creatively
- How to ideate faster: Short-circuiting the creative thinking process
- Case studies & exercises

The workshop has been designed to be free-flowing and interactive so that new ideas/ thought processes can be discussed.

### About the speaker

T.Gautham Shenoy is currently Executive Creative Director with Saatchi & Saatchi Focus Network looking after the B2B & Talent division, with additional charge of the Health & Wellness groups and the IT communications divisions. Apart from his role as creative head, he is also involved in strategy, planning and mentoring. With over 18 years of experience in advertising and marketing, he started his career with TCG Comm (formerly The Creative Group) in 1999. He joined Saatchi & Saatchi in late 2000 where he has been working on clients across a wide spectrum of sectors and verticals including automotive, IT, infrastructure, health & pharma, etc. with exposure to all mediums both offline and online.

Venue: CMS Annex, 319, 17th Cross, 25th Main,  
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Ph: 080-43430400, Fax: 080-26532730  
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