

Lateral Thinking & Creativity

Language

English

Mode

In-person, classroom mode

Course content and objectives

- Understanding creativity and lateral thinking, and why they are essential skills for navigating today's complex and rapidly changing world.
- Exploring the differences between linear (vertical) thinking and lateral thinking, and learning how to challenge habitual patterns of thought.
- Identifying personal habits, assumptions, and everyday barriers that can limit creativity and innovation.
- Understanding the creative process, from defining the right questions to generating original ideas and developing innovative solutions.
- Practicing divergent thinking techniques and brainstorming methods to increase idea generation and unlock creative potential.
- Learning how to prototype ideas quickly, embrace experimentation, and use feedback as a tool for continuous improvement.
- Developing critical thinking skills to assess ideas effectively, challenge established assumptions, and recognize cognitive biases and mental shortcuts.
- Exploring collective intelligence and the role of Artificial Intelligence as a creative partner, leveraging collaboration, imagination, and effective prompting techniques to enhance creative thinking.

Teaching Methodology

The course moves beyond the traditional lecture-based format, prioritizing interactive learning, role-playing exercises, and practical, hands-on activities.

Evaluation Methodology

To pass the exam, participants must correctly answer at least 8 out of 15 multiple-choice questions

Faculty for the course

Francesca Grignolio is an expert in education, strategic consulting, and project management in learning & corporate training. For over 20 years, she has been designing and facilitating learning experiences, workshops, and knowledge management strategies for universities, companies, and organizations. Her work focuses on educational innovation, organizational learning, and effective communication, leveraging design thinking, agile learning, and information design methodologies.

She coordinated the Digital Communication Design degree program at IAAD for five years and now continues her work as a lecturer and senior consultant at Otherwise SpA.