



PARATUS
TRAINING
Prepare to Lead

RTO: 45274 ABN: 65 161 276 722



CRITICAL AND CREATIVE THINKING FOR BUSINESS SUCCESS

Course Outline

Who should enrol in this course?

- **Small Business Owners:** Naturally, business owners themselves should enrol to enhance their critical thinking skills.
- **Managers and Supervisors:** Those in leadership positions, including managers and supervisors, can improve their decision-making and problem-solving abilities.
- **Entrepreneurs and Start-up Founders:** Entrepreneurs and founders are typically juggling multiple responsibilities, often with limited resources. Developing their problem-solving skills can help them overcome the unique challenges that come with launching and growing a new business.
- **Marketing and Sales Professionals:** Individuals working in marketing and sales can use critical thinking skills to devise more effective marketing and sales strategies.
- **Business Consultants and Coaches:** Professionals working as consultants or coaches for small business owners can also enhance their problem-solving and critical thinking abilities, which they can then pass on to their clients.



What's In It For You?

You can expect to develop a strengthened ability to make well-informed decisions, solve complex problems creatively, and adapt to the ever-evolving business landscape.

These skills empower you to drive your business forward, find innovative solutions to challenges, and ultimately enhance your business's competitiveness and sustainability.

The course will also lead to personal growth and reduced stress, as it equips you with tools that are not only valuable in your professional life but also applicable to your personal life. In short, this course is an investment in your success and well-being, offering you a competitive edge in the world of small business ownership.

Objectives

At the end of this course, you will emerge as a more confident, adaptable, and resourceful small business owner. You will possess a toolkit of critical thinking and problem-solving skills that you can immediately apply to your business, fostering innovation, efficiency, and effective decision-making.

You will be better equipped to tackle challenges, identify opportunities, and navigate the ever-changing business landscape with resilience and creativity.

Course Outline

This course is an investment in the growth and success of your business. It equips you or your team with the tools and mindsets to navigate challenges, seize opportunities, and create a more innovative and competitive business environment.

Improved Decision-Making: Effective critical thinking enables you to make well-informed decisions. Learn how to assess situations more comprehensively, weigh pros and cons, and make decisions that lead to better outcomes.

Enhanced Problem-Solving Skills: As a small business owner you often face unique challenges. Developing critical and creative thinking skills equips you with the ability to identify and address problems creatively and efficiently, fostering innovation within your business.

Risk Management: You will learn how to assess risks more accurately and mitigate them effectively. This reduces the potential for financial losses and other negative impacts on your businesses.

Customer Satisfaction: When you and your team can creatively address customer concerns and anticipate their needs, it leads to higher customer satisfaction and loyalty. Happy customers are more likely to refer others and provide repeat business.

Adaptability: The business landscape is constantly changing. Critical thinking skills help you to adapt to new trends, technologies, and consumer preferences. So that you can foresee shifts in the market and make proactive adjustments.

Personal Growth: The training can also have a personal development aspect. You can use the skills learned to improve your own well-being, problem-solving in their personal lives, and managing stress.



Workshop Agenda

Timings	Description
08:30 - 0900	Welcome and introduction
0900 - 1015	Critical and Creative Thinking Models
1015 - 1030	Break
1030 - 1200	Brainstorming and Knowledge Gap Identification
1200 - 1300	Break
1300 - 1430	Facilitating Critical Thinking and Creativity
1430 - 1500	Break
1500 - 1600	Applying Critical Thinking in Real-World Scenarios
1600 - 1630	Action Planning
1630 - 1700	Q&A and Closing Remarks

Assessment

This one-day workshop will not include formal assessments. You will receive resources containing templates and guidelines for future use in your business.

Lead Trainer

Mick Lee

Director and Operations Manager



Mick Lee is passionate about providing the best training possible experience for clients, whether that is an individual student or an enterprise. He has over 25 years of learning and development experience, which he puts towards managing operations at Paratus Training.

Mick started his training journey as an instructor at the Australian Army, School of Infantry and after finishing his career with the Australian Defence Force he moved onto become a Senior Instructor and Team Leader at the Australian Federal Police College, School of Law Enforcement Intelligence. Whilst with the AFP he developed and delivered training across Australia and internationally.

For the past 10 years Mick has worked with some of the biggest global businesses including:

- Commonwealth Bank
- Bankwest
- Telstra
- Rio Tinto
- Serco
- BHP

With a strong focus on end-to-end learning solutions that are designed for students to be job ready and not just certificate ready Mick is the driving force behind the day-to-day operations at Paratus Training.

Pricing

	Workshop
A\$	\$350.00

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PARATUS
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By bringing together experienced training staff who have worked with some of the biggest companies globally to ensure that you have access to contemporary and real-world experience. The Paratus Training goal is to prepare businesses and individuals for the challenges of the modern workplace.

Because, we're here to help

If you have any questions or queries don't hesitate to contact us.



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