

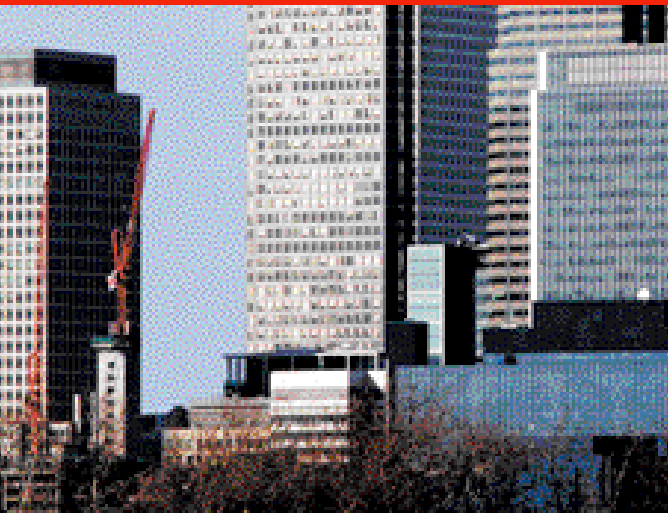
*Managing in  
**complex and  
turbulent**  
environments*



**centre for entrepreneurship**  
University of Greenwich Business School  
Director: Dr. Kanes Rajah

**Executive Development Programme:**

**MASTERCLASS on  
CREATIVE  
PROBLEM  
SOLVING AND  
DECISION  
MAKING FOR  
PROFESSIONALS  
AND SENIOR  
MANAGERS**



**Monday  
14 March 2005**

**Queen Anne Court  
University of Greenwich**



THE QUEEN'S  
ANNIVERSARY PRIZES  
FOR HIGHER AND FURTHER EDUCATION  
2000 & 2002



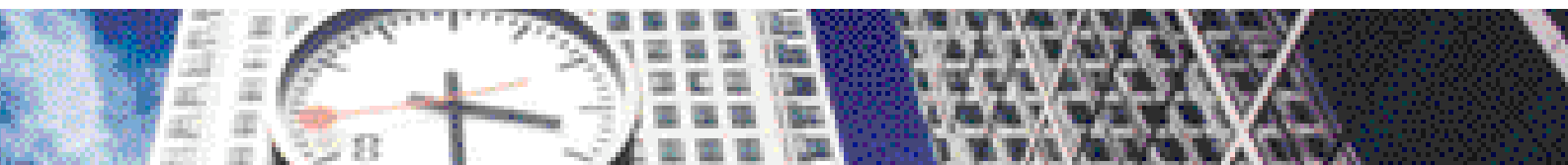
the  
UNIVERSITY  
of  
GREENWICH



# **MASTERCLASS on CREATIVE PROBLEM SOLVING AND DECISION MAKING FOR PROFESSIONALS AND SENIOR MANAGERS**

## **Programme**

9.00 – 9.30 am	<b>Registration and coffee</b>
9.30 – 10.00 am	<b>Thinking styles and perception of problem.</b> <i>This session will provide participants with useful insights into how managers generally think and deal with major tasks. It will also explain the mechanisms which operate to make managers behave in set ways. Understand divergent thinking. The audience will be challenged to consider the motivation behind problem solving.</i>
10.00 am	<b>Know your problem, define your problem</b> <i>Problem solving activities are only relevant if there is a problem worthy of solution. Equally managers and professionals often start on a problem even when its actual nature remains unclear and end by solving the wrong problem! Learn useful strategies which will give you valuable insights into the whole area of problem definition and reframing. Become a decisive manager and professional who is capable of decisions based on real issues and problems. Learn how the buffalo works!!!</i>
	<b>Tea/Coffee</b> <i>Cobikky break</i>
12.00 noon	<b>Generate ideas with wings</b> <i>Never be short of brilliant ideas which impress your boss, staff, colleagues. Come up with elegant solutions to your customers problems! Several new techniques will be presented which will help you use your normal mental modes in superior ways than you are used to. Learn also how talented you are in coming up with highly creative solutions by developing unused mental modes because you did not know how to!!</i>
	<b>Luncheon</b>
2.30 pm	<b>The Perfect Execution!!!</b> <i>Increase your chances of success by mobilising strategies which eliminate failure! Become a high performing project manager who always knows how to turn the negative forces and attitudes around you into firm commitment for success.</i>
	<b>Tea/Coffee</b> <i>Cobikky break</i>
4.00 pm	<b>Planning to Win</b> <i>Scenario planning and sensitivity analysis will help further refine your plan. Some fundamental elements from project management will be integrated into this final push for success.</i>
4.30 pm	<b>Review and Close</b>



## **Biopic of Dr. Kanesh Rajah BSc., MSc., PhD**

### **Director, Centre for Entrepreneurship, University of Greenwich**

Dr. Rajah is Director of London's Centre for Entrepreneurship and a highly successful international management consultant. Coach to top team managers and Mentor to entrepreneurs he is focused on building high performance leaders and teams. He works with business start-ups, change management and growth, and undertakes audits for venture capital investment. His clients groups include businesses in Europe, Asia and Africa but more recently he has been helping SMEs in London's Thames Gateway regeneration project.

Dr. Rajah works extensively with the European Union and large corporations in developing new markets in the Far East (five ASEAN countries) and Africa. In 2001, he was invited to contribute towards the EU funded "Tabeisa Project" – Technical and Business Education Initiative in South Africa, to create entrepreneurs in academic institutions and in micro-enterprise business start-ups. He is a research leader with De Montford University SA.

His business commitments include training senior managers in Russia and India. He also presents and leads business forums, creativity workshops and expert groups in the US and Europe (Italy, Spain and Portugal). He was President of the city based UK-Malaysia Business Club 'OMEC' (1993-2001) and member of the House of Commons supported Asian Business Breakfast Club (1999-2001) sponsored by London First.

Dr. Rajah has held senior level appointments across major blue chip organisations; the multinational Kraft Inc (Scientist, Europe), HJ Heinz, Dairy Crest (European Marketing Manager) and Ernest George Limited (Commodity Trading Manager) and the University of Wales Aberystwyth where he was Director: Agribusiness MBA.

He is regularly quoted in the news and media, a sought after keynote speaker in international conferences (including the annual International African Creativity Conference in South Africa, and the European Creativity Conference CREA), first choice event speaker, and creativity and change management expert. His most recent television programme 'Megarich' was broadcast on BBC1 and syndicated worldwide on BBC World.

His research into entrepreneurship risk strategies with supervision of doctoral students and with academic degrees in engineering sciences and Technology Transfer (Ph. D) has enabled him to generate more than a hundred publications: edited books, book chapters, peer reviewed and invited papers in management/scientific publications and professional journals and a patent.

He is co-founder of the Creativity Unleashed Consortium and the Aberystwyth Creativity Laboratory; Course Team Member on the MA in Marketing Open University Business School (UK), panel of their Directors for Creativity, Innovation and Change Residential Programmes, and Academic Council Member of the Institute of Productivity and Management, India.

# Application/Registration Form

*Kindly register me for the*

**MASTERCLASS on**

**CREATIVE PROBLEM SOLVING AND DECISION MAKING  
FOR PROFESSIONALS AND SENIOR MANAGERS**

**Monday 14 March 2005**

	Seminar	Total
Fee	£150*	

\* per delegate (Includes refreshments and notes)

## Personal details

Family Name

First Name

Title (Prof./Dr ./Ms./Mr .)

Institution/Company

Full address

Area code/Zip

E-mail

Telephone Number

Fax Number

Special needs

Special dietary requirements

All enquiries to be directed to:

Mary McCartney ,  
CfE Administrator  
University of Greenwich Business School  
Old Royal Naval College  
Park Row  
London  
SE10 9LS

**Email: [M.McCartney@gre.ac.uk](mailto:M.McCartney@gre.ac.uk)**

Tel: +44 (0) 208 331 9835

Fax: +44 (0) 208 331 9684

**Please make cheques payable to:**

University of Greenwich.  
and return to: Mary McCartney at the address above