



**UNIVERSITY OF
CAMBRIDGE**

Institute of Continuing Education

Weekend Courses 2024-25

Eureka moments: leaps of creativity and problem-solving in business

Start date: 28 February 2025 **End date:** 2 March 2025

Venue: Madingley Hall
Madingley
Cambridge
CB23 8AQ

Tutor: Andrew Hatcher **Course Code:** 2425NRX028

Tutor biography

Andrew is a seasoned entrepreneur, investor and advisor with a long history of identifying, developing and managing innovation and growth across many sectors.

His corporate life was spent primarily at Reuters, the global information group, where he was involved in developing an innovation management system within the corporate venturing division. This culminated in a role as CEO of an Asian-based Internet trading corporate spin-out in Singapore which he took through initial VC funding and on to a trade sale.

He has subsequently been involved in the creation, development and growth of a number of companies and acts as a non-executive director at several early-stage technology companies. This has involved working in many sectors including financial services, education, Oil and Gas, marketing services, AI and medical technology.

Andrew teaches widely in the areas of innovation and marketing and has published a number of books on these topics. He is currently Mentor in Residence at the Cambridge Judge Business School and is lead coach on the Accelerate Cambridge programme, Barclays Scale Up programme and the Strategic Business Growth programme.

Summary of content

This course has been designed to unlock the power of creativity in navigating complex challenges and seizing opportunities in the business world.

This dynamic experience delves into drivers behind generating innovative ideas, exploring the conditions that foster breakthroughs and the structured methods to channel them into actionable solutions.

The course also highlights the role of collaboration, diversity of thought, and resilience in the creative process, emphasising how to turn flashes of inspiration into sustainable strategies.

Aims

This course aims to:

- cultivate creative thinking skills: empower participants with the tools, techniques, and mindset to approach challenges creatively and generate innovative solutions in business
- foster problem-solving abilities: equip individuals and teams with structured methods to identify, reframe, and resolve complex problems effectively
- transform ideas into actionable solutions: teach participants how to evaluate, refine, and implement creative ideas to drive meaningful business impact

Course sessions

Friday

Please plan to arrive between 16:30 and 18:30. You can meet other course members in the Terrace Bar which opens at 18:15. Tea and coffee making facilities are available in the study bedrooms.

- 19:00 Dinner
- 20:30 – 22:00** **The Science of Creativity:** Explore the psychological and neurological foundations of creativity and how to cultivate the conditions for breakthrough ideas.
- 22:00 Terrace Bar open for informal discussion

Saturday

- 07:30 Breakfast (for residents only)
- 09:00 – 10:30** **Identifying and Framing Problems:** Learn techniques to redefine problems and uncover hidden opportunities as the first step toward innovative solutions.
- 10:30 Coffee
- 11:00 – 12:30** **Tools for Generating Ideas:** Discover structured methods like brainstorming and lateral thinking to spark creative solutions.
- 13:00 Lunch
- 14:00 – 16:00 Free time
- 16:00 Tea
- 16:30 – 18:00** **The Creative Process and Overcoming Blocks:** Develop strategies to overcome mental barriers, self-doubt, and environmental constraints that inhibit creative thinking.
- 18:00 – 18:30 Free time
- 18:30 Dinner
- 20:00 – 21:30** **Collaborative Creativity:** Understand the power of teamwork, diverse perspectives, and collective problem-solving in fostering innovation.
- 21:30 Terrace Bar open for informal discussion

Sunday

07:30 Breakfast (for residents only)

09:00 – 10:30 **Determining the Good from the Bad:** Understand how to reflect on and evaluate a set of ideas to determine their worth and when to kill bad ideas

10:30 Coffee

11:00 – 12:30 **Turning Ideas into Action:** Learn how to evaluate, refine, and implement creative ideas into practical and impactful solutions.

12:45 Lunch

The course will disperse after lunch

Presentation of the course

Through engaging case studies, interactive exercises, and real-world applications, this course equips individuals and teams with the mindset and skills to spark "Eureka!" moments that propel business success.

Learning outcomes:

As a result of the course, you will gain a greater understanding of the subject and you should be able to:

- develop the ability to approach challenges with innovative thinking and generate breakthrough ideas
- learn structured techniques to identify, redefine, and resolve complex business problems
- gain the skills to evaluate and implement creative ideas, turning inspiration into practical, impactful solutions

Reading and resources list

There are no compulsory readings for this course.

However, you may find the below recommended reading list of interest to supplement your course.

Kelley, Tom and Kelley, David, *Creative Confidence: Unleashing the Creative Potential Within Us All*. Written by the founders of IDEO, this book explores how anyone can tap into their creativity and turn ideas into action, blending inspiring stories with practical strategies.

von Oech, Roger, *A Whack on the Side of the Head: How You Can Be More Creative*. A classic in creativity literature, this book offers engaging insights and exercises to challenge conventional thinking and foster innovative ideas.

de Bono, Edward, *Lateral Thinking: Creativity Step by Step*

This foundational book introduces the concept of lateral thinking, offering practical techniques to break out of traditional thought patterns and develop innovative solutions.

Note: Institute of Continuing Education (ICE) students are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current ICE course should be taken as evidence of enrolment.

(Information correct as of April 2024)