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creative thinking or divergent thinking is a powerful tool to transform an unsolved issue to a solvable one many organizations wish to make innovation to solve the long sitting problem in the organization but find it difficult because they are caught up by issues and limit their thinking

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in short design thinking converts need into demand it s a human centered approach to problem solving that helps people and organizations become more innovative and creative

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many senior managers today are aggressively trying to transform their companies seeking radically to improve performance by changing behavior and capabilities throughout the organization unfortunately most leadership groups lack a proven way of thinking about the challenge

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many organizations continue to rely on linear thinking to address changes that are complex and unpredictable these organizations act as if a sufficiently detailed perfectly enforced

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