



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Conceptual And Lateral Thinking Skills Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117578 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the ability to think conceptually and laterally to solve complex problems and generate innovative solutions. Participants will develop skills to break free from conventional thinking patterns, fostering creativity and strategic decision-making in the workplace.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117578
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply conceptual thinking techniques to deconstruct and reframe complex business problems.
- Analyze scenarios using lateral thinking methods to identify non-obvious solutions.
- Evaluate the effectiveness of different thinking strategies in diverse workplace contexts.
- Design innovative approaches to challenges by integrating conceptual and lateral thinking.
- Implement creative problem-solving processes to improve team and organizational outcomes.
- Demonstrate the ability to generate multiple perspectives and alternative solutions systematically.

WHO SHOULD ATTEND

- This course is designed for professionals at all levels who need to enhance their problem-solving and creative thinking abilities, including managers, team leaders, project coordinators, and individual contributors.

COURSE OUTLINE

Day 1: Foundations of Thinking

- Introduction to the course and unit standard outcomes
- What is conceptual thinking?
- What is lateral thinking?
- Thinking styles assessment
- Barriers to effective thinking
- The growth mindset and learning agility

Day 2: Principles of Lateral Thinking

- Edward de Bono's lateral thinking framework
- Vertical vs. lateral thinking
- Technique 1: Alternatives
- Technique 2: Focus
- Technique 3: Challenge
- Technique 4: Random entry
- Group practice exercises

Day 3: Lateral Thinking Tools and Techniques

- Six Thinking Hats: roles and application
- SCAMPER technique
- Provocation and movement
- Analogies and metaphors
- Combining tools for creative problem-solving
- Practical exercises and case studies

Day 4: Conceptual Thinking Fundamentals

- What is conceptual thinking?
- Abstract vs. concrete thinking
- Concept mapping techniques
- Identifying core concepts in business scenarios
- Developing conceptual frameworks
- Practical exercises in simplification

Day 5: Advanced Conceptual Thinking

- Strategic conceptual thinking
- Analogical reasoning
- Conceptual modelling
- Synthesis of concepts
- Case studies: breakthrough innovations
- Group project: conceptual solution design

Day 6: Integrating Lateral and Conceptual Thinking

- The integrated thinking process
- Using lateral thinking to generate concepts
- Using conceptual thinking to structure ideas
- Synergy and balance

- Complex problem-solving workshop
- Reflection and feedback

Day 7: Creative Problem-Solving Models

- Creative Problem Solving (CPS) model
- Design thinking: empathise, define, ideate, prototype, test
- IDEAL framework: Identify, Define, Explore, Act, Look
- Divergent and convergent thinking techniques
- Solution evaluation criteria
- Hands-on problem-solving session

Day 8: Workplace Application and Implementation

- Real workplace challenge analysis
- Action planning and implementation
- Facilitation skills for thinking sessions
- Overcoming organisational barriers
- Measuring outcomes and ROI
- Role-play and simulation exercises

Day 9: Integration, Assessment, and Future Development

- Final integrated project presentation
- Summative assessment: case study and portfolio
- Peer feedback and reflection
- Personal development planning
- Course evaluation and certification
- Closing remarks and next steps

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	19 Aug 2026	On-Campus	Mauritius
10 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	25 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	25 Aug 2026	On-Campus	Mauritius
14 Aug 2026	26 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	27 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117578) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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