Critical Thinking breaks out of the classroom

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Critical Thinking Consultancy launches unique training programme for companies.

Companies looking to maximise their opportunities during difficult economic conditions need staff who can think critically, but the subject of critical thinking has been for too long kept within the school or university classroom. However, the skills that the subject provides are now available to companies, following the launch of an innovative training programme designed to challenge the way managers think in the workplace.

So what skills does critical thinking develop and reinforce? These include the following:
- **an increased ability to evaluate the potential for business from existing and new customers;**
- **the analysis and evaluation of projects in greater detail;**
- **improved communication in terms of greater coherence and clarity;**
- **greater skills in negotiation;**
- **improved decision-making.**

Dr Roy van den Brink-Budgen, founder of If…Then Critical Thinking, said 'critical thinking requires us to think of the possible significance of statistical and other evidence, predictions, and recommendations, and to consider alternative explanations and approaches. It therefore fits very clearly with the needs of business by providing both an emphasis on rigorous thinking as well as requiring creative thinking. Decision-making based on critical thinking has to be better than that which is not.'

For more information on critical thinking and the opportunities for your business, go to www.ifthen.co.uk.

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