Imagery and metaphor

How do you address problematic issues at work? This album reveals more creative ways to solve problems, other than relying on rational techniques such as brainstorming and lateral thinking. Employees at a small software company are shown how to access their unconscious minds using the power of imagery, associative thinking and metaphor, to find solutions and creative approaches to their work. Meanwhile at a Neuro-linguistic Programming seminar, participants learn to use metaphor on a deeper level for practical problem-solving. The facilitators also comment and discuss their techniques and observations, including the significance of gesture, body language and breathing in the sessions.

This material forms part of the Open University Course B822 Creativity, innovation and change.