

Develop your creative potential

Description

Developing your creativity brings you out of your usual frame of thought and anchors new reflexes. This practical workshop will bring you more than a toolbox. You will learn to lead a creativity session and develop your creative potential on a daily basis.

Course Content

Getting out of your frame of reference

- Unlock your habits, create new automatisms
- Overcoming its brakes and limitations stemming from our internal operating methods and our experiences
- Choose and act differently

Unlocking your creative potential

- Develop awareness of being and doing
- Inhibit any form of judgment
- Adopt an innovative point of view
- Develop lateral thinking

Discover the creative process

- Defining the starting point
- Create with the right hemisphere
- Concretize with the left hemisphere
- Promote the desired result

Appropriate the creative toolbox

- Divergence techniques: brainstorming, brainwriting, wishes, inversion
- Crushing or SCAMPER, analogy, metaphor, drawing
- Convergence tools: the selection of ideas. Sort and evaluate ideas, keep the goal in mind, dare
- The palette of original materials

Animate a creative session

- Adopt the right animation posture
- Captivate any type of profile to get the best out of everyone
- Win collective membership

Develop creativity on a daily basis

- Anchoring new reflexes to develop lateral thinking
- Play with creativity
- Create creative resources

Lab / Exercises

- Individual diagnosis

- Idea production and evaluation workshops
- Animation of a creativity session, fun exercises

Documentation

- Digital courseware included

Participant profiles

- Anyone wishing to develop their creativity and their ability to solve problems

Prerequisites

- No prerequisites

Objectives

- Breaking out of personal limitations, points of view and beliefs
- Discover its potential through individual and collective creations
- Know the stages of the creative process
- Host a dynamic creativity session
- Practice creativity on a daily basis

Niveau

Fondamental

Classroom Registration Price (CHF)

1300

Virtual Classroom Registration Price (CHF)

1300

Duration (in Days)

2

Reference

ORG-CREA