

## CREATIVE THINKING



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### What's it all about?

A 2-day training workshop to learn how to adopt powerful creative mindsets and thinking strategies that help you to more easily and readily think “out-of-the box”, so that you can quickly resolve business problems and by develop meaningful solutions to capitalize on complexity and emerging market opportunities.

### Who's it for?

- Employees and managers who want to learn how to think out-of-the-box and create more creative solutions and better results by using simple creative thinking strategies and creativity techniques.
- Up to 24 delegates.

### What do you get?

- A thorough understanding of the concepts of creativity and innovation, and their importance for business success in the innovation economy
- Exposure to ca. 16 creative mindsets and creative thinking strategies that are useful in innovation projects, in problem-solving, or while working on day-to-day business issues
- Exposure to basic creative principles through supporting exercises, games and creative puzzles
- Enthusiasm and passion for creativity and systematic thinking through many application exercises and fun activities