



## Creativity

Innovation begins with imagination.

- We show you which are the most effective techniques for creativity and how you can apply them.
- We analyze the supporters and the preventers for creative processes in your company, your department or your team and how you can create the best environment for imagination.
- Specific exercises and practical examples will show you how to implement creativity and how to succeed with it.
- Extensive documentation and direct training on your case studies.
- On request we provide you with a moderator for your individual innovation workshop — for you to find your idea as straightforwardly as possible.



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## “Everybody is creative!” (Joy Paul Guilford)

Creativity and innovation are the most important basis for entrepreneurial and sustainable success. But since our working life is getting more complex by the minute, it is getting harder and harder to generate new ideas. Especially when we feel an enormous pressure to perform. Therefore, new approaches are needed which stimulate creative thinking amongst employees and leaders and at the same time focus on the working environment.

In this seminar you will learn about the state-of-the-art of techniques and methods to enhance creativity which you can easily implement in your company in order to find new and innovative solutions. We show you how you can make people discover new horizons and explore new land.

### Content

Because the contents of the seminar will vary due to the individual needs of the participants, the following list is only a potential guide. We are looking forward to consult you in advance which content will be beneficial for you.

#### Basics of creativity

- The psychology of creativity
- Creativity and innovation
- How creativity can be trained and how you can establish the proper premises
- The creative process
- Understanding and diminishing barriers of creativity

#### Techniques and methods

- Principle Simplicity
- Think Tanks
- Association techniques
- Convergent and divergent thinking
- Random or structured brainstorming?

#### Selection and evaluation

- Not every idea is a good one — how you can separate the wheat from the chaff
- How you can evaluate creative ideas
- How to find the one idea out of 100

#### Creating the conditions for creativity

- How you can create the right premises and environment for creative thinkers
- Establishing rules for the creative process

#### Sustainability

- Individual counseling and development of strategies that ensure the maintenance of the trained content

**Individual development of strategies and a lot of practical exercises!**

### Details

#### Target group

This seminar addresses leaders in all hierarchical levels and groups, teams and departments.

#### In-house

You are welcome to book this seminar also as an in-house event. For more information, please contact us directly.

#### Venue

Whether in your office (in-house), a requested conference hotel or in one of our offices in Augsburg or Berlin — we tailor this seminar to your needs.

#### Seminar instructors

KonKoMa Solutions offer coaching and seminars for individuals, groups and departments.

The instructors are all highly qualified experts in the areas of psychology and economics and have many years of consulting and seminar experience.

#### Language

German  
English

#### Date

On request.