



Creative techniques and innovation

Seminar objective

Creative thinking leads to new approaches and original ideas: important factors for your success. In this seminar, you will be familiarized with the most important creativity techniques that have proven themselves in practice and learn how to implement them using tools. We will show you how to promote creative processes and get into a "flow". Face new challenges and develop creative ideas to discover and go new ways in your own work area. With a variety of practical exercises you will experience your own creativity. The development of agile creative solutions is the foundation for the constructive and creative support of supervisor and team. Whether for teamwork, product development, creative writing, workshops and project management - creative solution approaches are always in demand.

Seminar content

The Basics:

- How do I recognize my creativity potential?
- Creativity-friendly corporate culture
- Creativity through "brainstorming" and "brainwriting"
- How do I use the "mind method" to increase creativity?
- What is the importance of "lateral" thinking for creativity?
- Phases of the creative process
- Open communication to promote innovation
- Exemplary application of creativity techniques to concrete business situations
- Discussion and evaluation of innovative projects from the group of participants
- Which motivational factors increase innovation performance?

Innovationsmanagement

- How do you create an innovative environment?
- Encourage your employees to innovate
- Increase the pace of innovation?

Implementation in practice:

- What are the creativity blockers in practice?
- How does a creative group atmosphere develop?
- NLP and creative action
- Practical implementation of the seminar contents

Methodology

Interactive and experience-oriented exchange Exercises Short trainer inputs Moderated discussion Individual and group exercises

Target audience

Our seminar on creativity techniques is aimed at specialists and managers who want to learn to think out of the box. It is also relevant for specialists and executives from commercial enterprises of all sizes and from all sectors

Course ref.

AO3005

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

Location & dates

Münster

16.09.2024 – 17.09.2024
08.05.2025 – 09.05.2025
15.09.2025 – 16.09.2025

Hamburg

14.11.2024 – 15.11.2024
16.06.2025 – 17.06.2025
13.11.2025 – 14.11.2025

Stuttgart

28.10.2024 – 29.10.2024
06.11.2025 – 07.11.2025

Fee

1.150,00 € (ex. VAT)
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



**MANAGEMENT-INSTITUT
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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift