

Everything to liven up your creativity meetings



DPIC-11 2 Days (14 Hours)

Description

Why training on leading meetings/creativity sessions? Creativity has multiple applications in the business world: imagining innovative products, finding a brand name, solving problems, developing team cohesion, approaching a managerial situation differently... Facilitating creativity meetings does not improvise! Discover, in this creativity training, the essential method and tools to facilitate your next creativity meetings with ease and success.

Who is this training for ?

For whom

Anyone responsible for leading creativity meetings and researching ideas. Any employee involved in innovation.

Prerequisites

Aucune

Training objectives

- Practice 16 creativity tools to make ideas emerge
- Experience the 4 key stages of the creative process from the inside
- Choose the tools adapted to your context
- Concretely exploit the results of creativity
- Practice leading a creativity meeting

Training program

En amont du présentiel

- A video 'Solve a problem in steps', a self-diagnosis.

3Acquérir les concepts clés de la créativité Démarrer fort la formation avec un défi créatif collectif.

- The 'DC tide'.
- The 'OFF button'.
- The phases of the creative process.

4Initier efficacement le travail créatif

- Set specific rules for creativity.
- Break the ice when starting out.
- Think outside the box and think differently.
- See a problem from different angles.

Pratiquer 16 outils pour générer et trier les idées 4 techniques pour s'échauffer avant le travail créatif. 4 techniques pour poser le problème à traiter. 4 techniques pour produire des idées nouvelles. 4 techniques pour trier et exploiter les idées. Ani

- Prepare the meeting: identify the keys to success.
- Form a fertile creative group: know how to choose the actors and have them create together.
- Promote an atmosphere conducive to creation.
- Choose methods and tools wisely.
- Guide the group towards tangible results.
- Know how to manage a blocked situation creative.

Après le présentiel

- A strengthening program for weeks to prepare for your brainstorming.