

# CREATIVITY

## Overview of workshop content

This workshop presents participants with a series of simple techniques for practicing their creative thinking skills.

We will discuss the relevance of creativity in your organizational context to increase the participants sensitivity to obstacles and promoters of individual creativity.

- ✓ **Understand the benefit of creativity for organizations and individuals**
- ✓ **Develop strategies for creative practices in your work day**
- ✓ **Realize the creative potential of the individual**

Note: The workshop content can be adapted to fit the individual team or organization.

## Why creativity?

In every business function, creativity is central to solving complex problems, developing new strategies, and facilitating innovation. To this aim, it is important to understand personal creativity as a valuable resource for organizations and teams involved in all industries.

## Key benefits

*Learn simple techniques for practicing creativity in your daily life*

*Identify strategies to overcome barriers to creativity*

*Organizations tap into the creative potential of individual employees*

## Who is this training for?

Any organization that ...  
... operates in uncertain environment  
... needs to innovate  
... beliefs in

## Duration and format

A focused 3 hour in-house session for groups from 10 to 25 participants