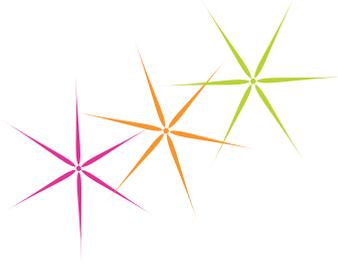


SERVICES



TRAINING

CREATIVE THINKING



The purpose

The training is aimed to teach **HOW TO HOST AN EMERGING IDEA LECTURE AND PUT IN PLACE AN INNOVATION COMMITTEE** in a company or research structure. This practice session is one-day long.

Our contribution

Through this training, we propose that you discover and use different tools to boost each participant's creativity in a working group. **THE TRAINING INCLUDES A FILMED EXERCISE** to put what you have learned into practice. Those sessions are particularly tailored for directors, design office's managers, technical managers and innovators.

Our services

Innovaxiom will come to the work place for one day to teach small groups of 6 to 8. The training is divided in three parts:

- "Definition and functions of creativity", which enables you to familiarize with the concept of creativity (which is often misused) and understand the mechanisms of the creative brain.
- "Conduct and playing rules", during which we describe the conduct of a creativity session with providing example. The standard conduct of a creativity session is divided in three parts: warm-up, divergence and convergence.
- "The tool box" allows the participants to stimulate innovative ideas through a group on a given theme.

Each participant takes part in a filmed role-play creativity session around a given theme and with the advice of our team. The group then watches the recordings and directly makes comments to evaluate and improve the performances.

At the end of the action

You will have access to all our **TOOLS AND METHODS TO HOST A CREATIVITY SESSION** which will **BRING NEW IDEAS INTO THE GROUP AND ENCOURAGE YOUR COLLABORATORS TO INNOVATE**. Good practice is indispensable to develop good fluidity and fluency throughout your project.