



Understanding and applying Creativity Techniques

Everybody has heard about brainstorming or other creativity techniques, but most people do not apply them in the right way. If basic understanding and application are missing, there won't be successful results in creativity and idea workshops.

This course is focused on how:

- creativity works in general
- mental barriers prevent us from being creative
- creativity techniques can be applied
- creativity workshops should be planned and executed

Based on the theoretical background given in the course, all participants will have several opportunities to apply the knowledge in group works. For this, real-life topics from the participating companies are welcome to work on.

For participants of this course, a German book on creativity workshops and creativity techniques will be handed out for free.

Benefits

On the course you will receive:

- An overview of the scientific background of creativity
- Know-how about how to apply creativity techniques
- Opportunities to apply techniques in groups
- Knowledge how to formulate an appropriate question
- Know-how about how to organize a creativity workshop
- Free German book on creativity and creativity techniques (optional)

Audience

The course content is addressed to skilled professionals working in different industrial sectors. No basic knowledge is expected for participants of this course.

Material for creative sessions will be provided. This offer is an ideal combination with the course on TRIZ.

Time and place

22.-23. January 2015

The course is held at University of Southern Denmark, Sønderborg campus

Price

6.000 kr. excl. VAT

The price includes tuition, materials and meals during the course days.

The price does not include accommodation.

Registration

Deadline 12. December 2014

On our website: www.sdu.dk/sdue

Program

Day 1

- How does creativity work?
- Can creativity be learned and measured?
- Mental barriers preventing being creative
- Overview of how creativity techniques work
- Introduction to main creativity techniques

Day 2

- Ideal structure of a creativity workshop
- Development of a good workshop question
- Critical success factors of creativity workshops
- Application and combination of creativity techniques

For each part of the workshop, there will be opportunities to work in groups in order to apply the knowledge. For this, participants may bring their own problems, ideas or questions.

Alexander Brem is Professor of Technology & Innovation Management as well as Head of the Innovation & Business Group at the Mads Clausen Institute (MCI), University of Southern Denmark. He received his Diploma in Business Administration in 2004, and his Ph.D. in Innovation & Entrepreneurship in 2007. He is a successful Entrepreneur with the foundation of two companies, and gained many years of industry experience in the context of SME's. His research is focused on the management of technology and innovation, with a special focus on creativity.

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