

Course : Developing creativity

Practical course - 2d - 14h00 - Ref. CRA

Price : 1590 CHF E.T.

★★★★☆ 4,7 / 5

BEST

Developing your creativity means learning to break out of traditional thinking patterns and cultivate a new way of approaching challenges. This course offers you much more than just a toolbox. It provides you with concrete methods and innovative approaches to unleash your imagination. You'll learn how to lead dynamic, structured creativity sessions, while strengthening your ability to generate original ideas on a daily basis. You'll discover new perspectives, encourage spontaneity and develop creative reflexes that will have a lasting impact on your projects.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Break free from limitations, viewpoints and beliefs
- ✓ Discover your potential through individual and collective creations
- ✓ Understanding the stages of a creative process
- ✓ Leading a dynamic creativity session
- ✓ Practicing creativity in everyday life

Intended audience

Anyone wishing to develop their creativity

Prerequisites

No

Course schedule

PARTICIPANTS

Anyone wishing to develop their creativity

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Stepping outside your frame of reference

Compétences visées

- Identify cognitive biases that limit creative thinking
- Understanding how the frame of reference influences creative thinking
- Implement strategies to break out of your frame of reference

Activités pédagogiques

- Self-diagnosis: on creative thinking
- Exercise: deconstructing preconceived ideas about creativity
- Practical work: guided reflection on concrete examples of creative blockages

Outils et méthodes

- Self-evaluation questionnaire
- Bono's 6 hats method
- Visualization techniques

2 Unleash your creative potential

Compétences visées

- Generate new ideas and concepts
- Evaluate the relevance and originality of your ideas
- Present ideas convincingly and innovatively

Activités pédagogiques

- Exercise: training lateral thinking
- Creativity games

Outils et méthodes

- Visual and sound stimuli
- Mind mapping techniques
- 6S method
- SCAMPER method

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Discovering the creative process

Compétences visées

- Breaking down the creative process into stages
- Combine disparate elements to create new ones
- Evaluate the effectiveness of the various stages of the process

Activités pédagogiques

- Case study: focus on successful creative processes
- Individual reflection: what is my creative process?
- Practical exercise: developing ideas using both cerebral hemispheres

Outils et méthodes

- Creative process models (e.g. Wallas model)
- Visualization techniques
- 4-P method

4 Making the creative toolbox your own

Compétences visées

- Using different creativity techniques
- Choose the technique best suited to a given situation
- Develop new creativity techniques

Activités pédagogiques

- Practical workshop: ideation techniques
- Practical exercises: discovering new creativity techniques
- Case study: a panorama of innovative companies

Outils et méthodes

- Creativity toolbox
- Brainstorming software
- World café or SCAMPER method

5 Leading a creative session

Compétences visées

- Facilitating exchange and collaboration
- Guiding a group towards a creative goal
- Adapting to different profiles and situations

Activités pédagogiques

- Case study: a participant leads a creative session
- Role-playing: workshop simulation

Outils et méthodes

- Group facilitation techniques
- Visualization tools
- Consensus method

6 Developing everyday creativity

Compétences visées

- Integrating creativity into everyday life
- Maintain and develop your creativity over the long term
- Encouraging creativity within a team

Activités pédagogiques

- Creativity workshop: from ideation to solution prototyping
- Practical exercises: oral presentation of work carried out
- Sharing experiences

Outils et méthodes

- Role-playing and simulations
- Co-creation groups
- Creative diaries

Dates and locations

REMOTE CLASS

2026 : 4 May, 1 June, 10 Sep., 5 Oct., 19 Nov.,
10 Dec.