

Creativity & communication strategy

Different ideas for a brand that leaves an impression.

In a world saturated with messages, standing out is not enough. This course helps you build a creative, coherent and memorable communication strategy, drawing on neuroscience and the possibilities offered by AI.

Brand

Impact

Differentiation



Recognise these situations?

- You communicate a great deal, but your brand leaves little impression.
- Your campaigns look like everyone else's.
- Teams look for ideas before defining the problem.



What we will understand

- Why the brain spontaneously reproduces what it already knows.
- How perception, emotion and bias change a message.
- Why changing the question can change the answers.



How we will work

- Reframing, analogies, storytelling and disruption.
- Neuroscience, strategy and structured creativity.
- AI as a creative partner and challenger.



What will change in practice

- More distinctive communication.
- Teams able to move beyond industry conventions.
- Ideas connected to a real strategy.
- A brand that leaves a lasting impression.



Who is it for?

Communication, marketing and brand teams, managers and leaders.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience · Practical methods · AI · Hands-on experience · Real cases.



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.

[Request the detailed programme](#)

Questions? Let's discuss your needs.