

Facilitating a creative workshop

More productive meetings.
Ideas that move forward.

This course gives you tools and methods to design and lead effective creative meetings by combining human intelligence and AI. Learn to encourage participation, structure ideas and turn insights into concrete action.



“
People.
Ideas.
Decisions.”



Recognise these situations?

- The same people always speak.
- The first idea influences all the others.
- You produce lots of sticky notes, but little action.
- Meetings lack structure or a clear goal.
- It is hard to bring out genuinely new ideas.



What we will understand

- What stimulates or blocks creativity in a group.
- Conformity, anchoring, authority and cognitive fixation.
- Why conventional brainstorming can limit creativity.
- How to create a safe, inclusive environment.
- The conditions for divergent and convergent thinking.



How we will work

- Ideation and facilitation techniques.
- AI tools to generate, enrich and structure ideas.
- Meeting simulations and practical exercises.
- Analysis of real cases.
- Build an action plan that your teams can apply.



What will change in practice

- More dynamic, inclusive meetings.
- More numerous and diverse ideas.
- Better conversion of ideas into action.
- More engaged teams.
- A lasting culture of innovation.



Who is it for?

Managers, teams, sales professionals, trainers and leaders who want to strengthen their ability to innovate.



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.