

Creativity & innovation

From idea to impact.

This course gives you methods and tools to develop new ideas, test them with AI and turn them into concrete, high-impact solutions.



Recognise these situations?

- You need to innovate, but no one really knows where to start.
- Ideas never move beyond discussion.
- You start with solutions rather than problems.
- Meetings lack energy and tangible results.
- Ideas are quickly forgotten or left unused.



What we will understand

- Why the brain favours the familiar.
- How to identify invisible assumptions.
- The difference between novelty, invention and innovation.
- The role of AI in exploring ideas.
- The conditions that help ideas emerge and gain support.



How we will work

- Design Thinking, divergent thinking and reframing.
- Combining ideas across sectors and using structured creativity.
- AI to explore, test and challenge assumptions.
- Practical workshops and real-world exercises.
- From concept to prototype: a concrete action plan.



What will change in practice

- A repeatable method for thinking beyond the usual boundaries.
- Ideas focused on real problems.
- Concepts that can be tested quickly.
- Better collaboration and stronger engagement.
- High-impact innovations for your organisation.



Who is it for?

Teams, managers, sales professionals, trainers and leaders who want to develop a culture of innovation.



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.