TM-BRC - Creative brainstorming

Soft skills - Sviluppo organizzativo e Coaching -

Durata:	Lingue:	Certificazione:
1 Giorno	**Italiano**	**-**

Descrizione del corso

Objectives: • Providing tools to avoid individual and group obstacles that might reduce or cancel the effectiveness of brainstorming • Analyzing strenghts and weaknesses

Programma

The fundamentals
- Intentional creative thinking
- The birth of new ideas
- Objectives, innovation, creation
- Stimulation
- Restitution
- The Probortunity

The most common obstacles to brainstorming
- Obstacles due to environment, attitude, relations
- Mistakes in the preparation stage
- Mistakes in the conduction stage
- Obstacles and mistakes in the objectives
- Personal characteristics

Improving the session
- Using tools
- Transferring solutions
- Using freedom

ITCore Group

Via Balestra, 12
6900 Lugano (CH)
+41.091.9760019
www.itcoregroup.com

Via Lanino, 36
21047 Saronno (VA)
+39.02.84108669
www.itcoregroup.com

- Access to the creative world

Using the mind
- Mind
- Intelligence
- Creativity
- Imagination
- Image

Analyzing participants in advanced brainstorming
- Emotional availability
- Empathy
- Physical availability
- Improvisation
- Context awareness
- Constintency control and adherence to objectives

Managing the group
- Ability to create enthusiasm and engagement
- Being a facilitator
- Listening ability
- Guidance on the objective

The change in participants' mindset
- Tools for change
- Actions that help change
- Managing the movement

Session analysis
- Correspondence analysis
- Evocation analysis
- Material analysis
- Context analysis
- Consistency test
- Reusability
- Creative sessions and filter sessions