

Pathways to creativity: An interactive journey from inspiration to innovation

- **Practical, hands-on 5 hours workshop with Outdoor-Part** (if the weather permits)
- **Structured and timeboxed interaction for a rich outcome**
- **Special schedule to support creative concentration**

1. Inspiration: How to generate a mindset for creativity

- **Input: Easy-to-use advices that enable creativity**
- **„Rainbow Walk“: A mindfulness activity to rest the mind and set a clear focus**
Practical exercise (outdoor)
Cognitive processes are strongly influenced by the way we use our bodies to interact with the physical world.
- **Input: Inspiration Setting Iceland – How to foster inspiration**
- **„Midsummer night“: A relaxing journey of sound and imagination**
Practical exercise

2. Ideation: How to find new ideas under time pressue

- **Input: „Plussing“ – a game-changing method at Pixar to ensure creativity is nurtured**
- **Brainwalking and Plussing – Brainstorming reloaded: „Work alone together“ and generate better ideas in teams**
Practical exercise (outdoor)
- **Edward de Bono’s „5-Minute Thinks“: Achieve a lot of progress in short time.**
An efficient framework and time-management technique for the mind.
Practical exercise
- **„Challenge-Matrix“: Reframe problems as opportunities.** This method helps

to define a clearly scoped and approachable challenge that serves as a good starting point for the „Path to success“- Process.

Practical exercise

- **„Path to success“-toolkit: 15 short (timeboxed) steps for on-demand creativity support** through systematic, varied stimuli

This practical method facilitates high-quality ideas and new options to overcome known obstacles. It combines individual and collective moments of generating ideas to integrate diverse knowledge. Participants make use of the power of information visualisation using the „**Path to success canvas**“.

Short introduction and long interactive part

3. Improve: Develop ideas further and improve existing solutions

- **Input: „SCAMPER Guidelines“ – Remix and improve. Explore all possible alternatives.** Effective Idea Improvement Toolkit, very useful if you want to turn an idea into innovation. Every great invention is built on existing ideas.

- **Diagonal Thinking : Building unique and strong ideas off a central theme.** A good solo or group activity for going deeper and think into new corners.

Practical exercise

- **Improve the best ideas und solutions out of the „Path-to success“-Process: Visual Thinking with „Crazy 8s“.** This is a fast paced sketching exercise to push beyond first reasonable solutions und consider alternatives.

Practical exercise

- **„Rapid Analog Modeling“: Think with your hands to sharpen insights and catalyse new trains of thought. Build visual reminders of ideas to focus and reduce mental workload.**

Participants transform abstract ideas into concrete objects to develop and improve solutions. Most ideas sound better in the abstract, that`s why concrete models can be easier assessed.

This method supports creation, collaboration, productivity and concrete thinking. The models serve as a basis for knowledge sharing, problem solving and further deelopment (see part „Innovation“).

Short introduction and long interactive part

4. Innovation: How to foster innovation (60 min)

- **Input: Sweet Spot Analysis for better innovations**
- **Improve and evaluate ideas with Edward de Bono's „Six Thinking Hats“:**
Participants put on a metaphorical colored hat that symbolizes a certain type of thinking.

„Confusion ist the biggest enemy of good thinking. We try to do too many things at the same time. We look for information. We are affected by feelings. We seek new ideas and options. We have to be cautious. We want to find benefits. With the Six Hats method, we try to do only one thing at a time.“
Edward de Bono

This method works well in groups or individually to help people come up with all reasons why an idea might fall or succeed. It also helps to avoid lengthy discussions.

Introduction and interactive part: The group evaluates selected models out of the „Rapid Analog Modeling“- Process.

Hand-Outs:

- **Edward de Bono's „5-Minute Thinks“**
- **„Path to success canvas“**
- **„SCAMPER Guidelines“**
- **Easy-to-use hints that enable creativity**
- **Visual ABC** (Hints for drawing conceptual sketches)
- **„Rainbow Walk“**
- **„Plussing“** – a game-changing method at Pixar to ensure creativity is nurtured
- **Diagonal Thinking**
- **Edward de Bono's „Six Thinking Hats“**
- **Sweet Spot Analysis**
- **Value perceptions**
- **Pain-Gain Map (further reading)**
- **Design Thinking „Bootcamp bootleg“ Stanford (further reading) – 47 pages!**