

# Online Training: creativity methods for idea generation, evaluation & moderation, 11th of May 2020, 9 a.m. - 5 p.m.



Angela Hengsberger

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**Online training to learn creativity**

**One-day online training to learn creativity techniques, generate ideas and design workshops** Planning and conducting innovation workshops is the basis for new ideas that are later developed into products, processes or business models. If you are looking for a solution to a specific problem or a new product, you are well advised to use the appropriate creativity methods. In workshops, the participants focus on content, collect as many ideas as possible and want to filter out the best ideas. Moderating these workshops and meetings is part of the daily routine of many managers in projects and lines. In this online training, participants actively devote themselves to learning creativity techniques and learn not only how to generate ideas, but also how to evaluate them correctly and select them for further processing. They also receive valuable tips on how to moderate and design creativity workshops. Your benefit: Also learn how to best apply and technically implement these methods and techniques in online workshops.

**YOUR TRAINER:** Julian Eberling, Innovation Manager

Born in Vienna. Graduated from the commercial academy Vöcklabruck in Upper Austria. For a non-profit project in Kenya he was active as project manager and lecturer. At Management Center Innsbruck and Stellenbosch University in South Africa he studied Management, Communication & IT and gained first practical experience with process and business model innovation. After his studies he was responsible for New Business Development at an Austrian IT system house. Since 2018 "Certified Service Design Thinker" he has been pursuing his passion as an Innovation Manager at LEAD Innovation.

**AGENDA:**

**Warm-up & introduction to the topic**

- Intro
- Theory: Creativity in the company
- Creativity techniques: Generating ideas

- Blindstorming
  - Nagging & Perfect Solution
  - Intergalactic Thinking
  - Inspiration through Color
  - Stimulating Questions
  - Headstand Technique
  - Semantic Intuition
- Further creativity methods can be found in our free manual, which is included in this training.

#### Idea evaluation: Select ideas

- Theory: the perfect pitch of an idea and methods for evaluating ideas
- Test valuation methods interactively

#### Workshop planning: Development of a workshop concept

- Building an agenda
- Moderation: Tips & Tricks

**DATE:** 11th of May 2020, 9 a.m. - 5 p.m. **If the date is not feasible for you, we are happy to provide you with the recordings of the online training courses and answer your questions afterwards.**

**EXECUTION:** This online training is conducted via Microsoft teams. You do not need a Microsoft license. The following things are required to participate:

- Stable internet connection
- Valid email address
- Laptop/PC/Tablet/Smartphone
- Camera
- Microphone
- Activation of a Trello account (information will be sent to you by e-mail)

**PARTICIPATION FEE:** EUR 340,- excl. VAT, including seminar documents and seminar certificate.

**WHO SHOULD ATTEND THIS TRAINING?** This training is intended for persons who

- want to learn creativity techniques,
- want to generate and evaluate numerous ideas,
- Design and moderate workshops and meetings,
- want to filter the best ideas with few resources,
- want to learn the right moderation in the company in project and line.

**THIS IS WHAT OUR PARTICIPANTS SAY ABOUT THE TRAINING:**

"During this seminar we got to know 12 creativity techniques and practiced them with practical examples. It was very inspiring and exciting to combine these techniques. Very good moderation with valuable suggestions for my daily work!" **Holger Bienenrth**, Corporate Innovation Development, Wacker Chemie AG [For registration please go here.](#)