

## **Seminar offer for „creativity techniques” by Dirk Käser M.A.**

### **goal:**

Already the German president Roman Herzog stated towards the challenge of globalization:

"The ability to innovate determines our destiny. "

Since a price war against countries such as China and India is not to win, ideas need to ensure an appropriate value.

Just these ideas do not come solely.

Depending on the task creative processes can be initiated and intensified with very different methods.

Participants to the seminar will get to know and test handy techniques for any challenge.



### **Contact me!**

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### **target group:**

all persons involved in creative processes or guiding project teams

**number of participants:** max. 12

### **contents:**

- ✓ different types of problems
- ✓ matrix of methods and the application characteristics
- ✓ preparation for the brain
- ✓ morphological matrix
- ✓ brain Writing
- ✓ mind mapping
- ✓ progressive abstraction
- ✓ Disney's method
- ✓ killers to creativity