

PUT YOUR CREATIVITY UNDER YOUR CONTROL

CREATIVE IMAGINATION DEVELOPMENT: ESSENTIALS AND TECHNIQUES

ONE-DAY HANDS-ON TRAINING COURSE

April 11, 2008
Utrecht, The Netherlands

Probably, no one will argue that creative imagination is an essential part of success and personal development in the age of innovation. We all possess it, but do we use it to full extent? This course targets at providing an answer how to unlock your creative imagination and how to develop it further.

You might ask, "There are already many courses on creativity. Why one more course?" The answer is simple: at this course we are not just talking about what creativity is and what we need to enhance it, but learn how to improve and develop it with a number of systematic techniques which help directly generate new "out-of-the-box" ideas and systematically develop creative imagination. Not just learning several new techniques, but learning how to evolve our imagination and capabilities to think out of the box. Like any skill, creative imagination requires development – and it can be developed. Systematic approach to Creative Imagination Development (CID) – this is what makes this course unique and different.

The course content is based on findings and developments of one of the best minds within creativity studies: Genrich Altshuller, who has been widely known for originating TRIZ, a Theory of Solving Inventive Problems. Today TRIZ is the best known tool to solve inventive and innovative problems. But while TRIZ mostly focuses on technological and business areas, and it takes considerable time to learn and master, the CID techniques can be used in every area, learned very quickly, and immediately put to practice.

Skills with systematic Creative Imagination Development not only help to come up with new ideas. They help to recognize existing opportunities and see ahead of others.

In the past, CID techniques were successfully used to invent new products and add new features to existing products, solve technical and business problems, find new creative ideas for marketing and advertisement, books and screenplays, paintings and photo art, home decoration – virtually every area where creativity is demanded. CID can also be successfully used at team sessions to facilitate new ideas generation.



Trainer: Valeri Souchkov, with 20 years of creativity and innovation experience worldwide, co-founder of the European TRIZ Association

Target audience: Everyone who wishes to enhance his/her creative capabilities and learn how to develop out of the box thinking skills: from students to executives, from business and technology to marketing and film making.

"Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand."

Albert Einstein

The Course Program:

General questions:

- Ordinary thinking vs. strong thinking: what is the difference?
- Psychological inertia, fears, and barriers: how to fight?
- Out of the box thinking: why difficult? What can be done to improve?

"Out-of-the-box" ideas generation techniques:

- Recognizing and eliminating existing and potential contradictions: a basis for generating new ideas.
- Ideality, Ideal Final Result, and Multi-Screen Vision
- Focal Objects technique
- Operator "Size-Time-Cost"
- Trend Extrapolation technique
- 15 Key Principles of Creative Change
- Innovative storytelling and scenario creating

Practice:

- During the entire day, all techniques are practiced on real cases.

Language: English

Participation fee: Euro 595, (excl. VAT). Includes course book, lunch, refreshments. Prepayment is required.

Location: Utrecht, The Netherlands

Registration: www.xtriz.com/Training; questions: info@xtriz.com; direct phone: +31-(0)6-20423455

