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CREATIVE WORKSHOP

**With creative thinking to a lot of
ideas and potential innovation**

Prof. dr. Marjan Leber



1. Agenda / Contents of WS

- ✚ Introduction to Creativity and Crea-methods
- ✚ Six-stage model for collecting ideas in SMEs
- ✚ Presentation The Ultimate Challenge Game – Exercise: Finding a challenge (cards and pairing)
- ✚ Method 635 – Exercise: Search for ideas, evaluation
- ✚ Morphology, solution versions – Exercise: the best idea of 635
- ✚ Combinex, choosing an optimal solution – Exercise: continuation of morphology
- ✚ Reflexion



2. Objectives

Participants will increase knowledge, understanding and key competencies with the following objectives:

- A presentation of the connection between creative techniques in the innovation process of developing new products with strategic areas in the company with an emphasis on customer satisfaction,
- Combined use of knowledge to ensure the competitiveness of companies based on continuous processes of finding ideas and developing new products, participants will learn how to create individual knowledge and connect it and use it in the process of creating value,
- To present innovation management methods as a supporting tools for new product development together with the integration with the fields of knowledge management, creativity and quality assurance,
- Based on a workshop, the participant will be qualified to realize the idea for a new product or improvement of the existing product to the successful marketing of the product,
- The use of knowledge and innovation management methods and knowledge management for creating competitive and market attractive products,
- Review of existing management methods, encouraging of personal creativity and increasing the applicability of available methods. Developing the sense for continuous use of creative techniques in industry and scientific research work,
- By acquiring necessary knowledge the participants will be able to solve complicated problems autonomously and to influence the optimal project course.

3. Target group

The target group are students and high-school students. Depending on the specific topic, the target group will be narrowed, regarding the professional orientation of students, and it should cover more than one orientation. The group of participants should include students from different faculties in order to provide various points of view from different backgrounds.

The number of participants should be 10-20.

4. Equipment needed for implementation

For the realization of the workshop we suggest a peaceful creative environment and the following equipment:

- Appropriate room (size, tables, chairs)
- Projector
Flipp chart
- Larger (school) board
- Office supplies (paper, pens, adhesives)

... and motivated participants



5. Time line

The workshops should be held in the period from October 2018 – January 2019, UM proposes the following terms:

- 30. October 2018: prof. Marjan Leber
- 13. November 2018: prof. Marjan Leber