



# Creativity Workshops for Generating Innovative Ideas

**ACTIVATING CREATIVE POTENTIAL TO GENERATE APPLICABLE AND VIABLE IDEAS**

## KEY WORDS

CREATIVITY,  
IDEATION,  
INNOVATION

## DESCRIPTION

Practical workshops aimed at stimulating creativity and the generation of innovative ideas through participatory methodologies and collaborative dynamics

## AVAILABLE TECHNIQUES AND/OR EQUIPMENT

- Creative techniques
- Group dynamics
- Guided ideation
- Needs analysis
- Design thinking

## APPLICATIONS

- Training
- Organizational innovation
- Entrepreneurship

## CONTACT US

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