



Creativity Workshops for Idea Generation

KEY WORDS

CREATIVITY,
IDEATION,
INNOVATION

MAIN CONTENTS

Fundamentals of the creativity stage in the innovation process, team building, methods for generating ideas (divergence), methods for evaluating and selecting ideas (convergence)

COURSE DYNAMICS

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

LANGUAGE

Spanish.

EVALUATION METHODOLOGY

Pitch-style presentations with solution ideas by group.

CONTACT US

lorena.delgado@usach.cl

[Universidad de Santiago de Chile](http://www.usach.cl)

Topic area

Organizational innovation,
Entrepreneurship



Format

In-person
12hs



Level

Basic / Intermediate



Certificate of
Participation

