



Veronika Pyttel
Creativity Strategist @ Creativity Lab

Hey you! Yes, you!

Does the blank page scare you? Do you feel judged when sharing ideas? You're not the „typical creative,“ yet constantly expected to come up with something new?

Maybe you crave connection with like-minded innovators to shape the future with bold ideas? Or do you dream of unlocking a creative power so strong it could even outshine AI?

Whatever holds you back – let's break through!

The Creativity Master Class empowers you to think beyond limits, create fearlessly, and turn every challenge into an opportunity.

Join us and unlock your full creative potential!



Sina Lohrer
Creativity Strategist @ Creativity Lab



Expect the perfect set-up to support your journey toward becoming a creative master!

40h Course

An interactive, intensive learning experience designed to thoroughly develop your creative potential and leave you equipped for real-world application.

5 Modules

Structured learning blocks that gradually build your creative skills, guiding you step by step through the journey to becoming a creative master.

18 Creative Behaviors

Unlock key behaviors that fuel creative thinking, helping you break through mental barriers and develop a mindset geared towards innovation.

520 Pages Workbook

Your personal guide packed with exercises, insights, and resources, providing hands-on support during and after the course to deepen your learning.

43 Methods

A toolkit of proven creative techniques and approaches that you can apply immediately to your projects, fostering practical innovation.

60 Homework Assignments

Engage in hands-on assignments that challenge you to apply what you've learned, reinforcing your skills and creative confidence.

2 Creativity Expert Coaches

Benefit from the guidance of experienced creativity coaches who offer personalized feedback and mentorship throughout your journey.

29 Creative Fellows

Join a group of diverse, motivated peers to exchange ideas and collaborate, creating a vibrant learning community that enhances your experience.

1 immersive experience

Ready for more details? Let's dive into the pathway to creative mastery...



Module 1 Perceiving: The Creative Inhale

Immerse yourself in the art of observation. This module encourages you to use all your senses to empathically perceive the world around you.

Creative Behaviors: Observing, Listening, Empathizing, and Wondering.



Module 2 Rethinking: The Creative Questioning

Challenge the status quo by reflecting on yourself and your environment. Here you will learn to ask impactful questions that inspire thinking beyond limits.

Creative Behaviors: Reflecting, Questioning, and Unboxing.



Module 3 Cultivating: The Creative Environment

Foster an open and collaborative atmosphere where sharing ideas and challenges is encouraged. Embrace the value of diverse perspectives, no matter how unconventional.

Creative Behaviors: Empowering, Diversifying, Leading, and Ritualizing.



Module 4 Ideating: The Creative Imagination

Unlock the power of your imagination by allowing time for ideas to incubate. Build confidence in your creative instincts and explore new possibilities.

Creative Behaviors: Imagining, Associating, Visualizing, and Incubating.



Module 5 Sensemaking: The Creative Convergence

Combine and refine various ideas to create innovative solutions. Experiment and play with concepts to discover unexpected connections and insights.

Creative Behaviors: Remapping, Storytelling, and Prioritizing.

Choose what fits your schedule and personal goals:

We offer two flexible formats for the Creativity Master Class, each designed to fit your lifestyle and learning preferences, while delivering the same rich content.

1-Week In-Person

Five full-day sessions for immersive learning and personal connections, fostering teamwork and collaboration, making it easy to build lasting relationships with fellow participants.

2-Week Remote

Ten half-day sessions available in the morning or afternoon, perfect for different time zones, allowing participation from anywhere in the world benefiting from live interaction and engagement.

Take a look in the future...

As a creative master, you ...

... use your sharpened observational skills and creative confidence to embrace challenges with flexibility, speed, and an open mind.

... ask insightful questions and collaborate with empathy to foster dynamic exchanges and co-create impactful ideas.

... communicate your vision with clarity and inspiration, sparking curiosity and motivating those around you.

As a creative master, you enable your team and organization to...

... foster a culture of innovation where new ideas are embraced, and change is seen as an opportunity for growth.

... cultivate strong (cross-)collaboration and communication, integrating diverse perspectives to drive informed and effective decisions.

... deliver tangible creative outputs that propel the organization forward and create lasting impact.

Are you ready to become a creative master?

Save your seat, take part and earn your personal certificate!



Ready?
Scan the QR-Code
or click here to sign up