

CREATIVITY MASTER CLASS

CREATIVITYLAB
creativity-lab.xyz



Lukas Kramer
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?



Curious to see more?
Click here to watch the video

Get to know your creativity from five different angles...

Perceiving: The Creative Inhale

Immerse yourself in the art of observation and make use all your senses to empathically perceive the world around you.

Rethinking: The Creative Questioning

Challenge the status quo by reflecting on yourself and your environment. Think beyond limits by asking impactful questions.

Cultivating: The Creative Environment

Foster an open and collaborative atmosphere where sharing ideas and challenges is encouraged.

Ideating: The Creative Imagination

Unlock the power of your creative instincts by allowing time for ideas to incubate.

Sensemaking: The Creative Convergence

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

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.

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!



Stefan Dorsch

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.

10 Touchpoints

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 Transfer Tasks

Apply your learnings at work: plan concrete steps, implement methods, and reflect on their impact to ensure sustainable knowledge transfer and confident action.

2 Creativity Expert Coaches

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

19 Creative Fellows

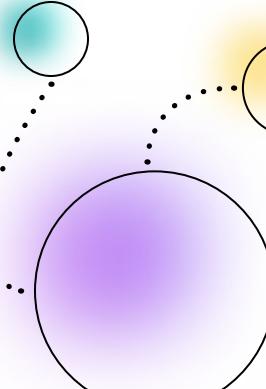
Join a group of diverse, motivated peers to exchange ideas and collaborate, creating a vibrant learning community that enhances your experience.

1 immersive experience

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

Kick-off Session

2h, remote via Teams



Onsite Experience 3 days

Rediscover your creative abilities by diving into various experiments. Explore how our human behavior is linked to creativity and benefit from a diverse network of creative fellows from different industries.

Weekly Application Sessions 2,5h each, remote via Teams

Join these sessions alongside your fellows in a dynamic format. Experience different perspectives, explore creative methods, and immediately apply them to your own challenges to ensure a lasting transfer into your daily work.

Closing Session 2h, remote via Teams



Earn your **personal certificate!**

Are you ready to become a creative master?

Scan the QR-Code or click here to save your seat and take part!

