

WORKSHOP

Creativity for Entrepreneurship

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Creativity comes through you but not from you. Though it is with you it belongs not to you.

Upon graduation, we are all required to use our entrepreneurial muscles: Some of us seek for a position at a corporate company, others prefer to run their own company. Whatever your choice may be, in a competitive world like ours, its imperative to bring our creative side to the fore, in order to make our dreams come true, to achieve our goals and to create social value. This session will give you the tools and know-how to ignite your creativity.

Learning Outcomes

Why do we have a desire to be creative?

What are the traits of creative individuals?

17 triggers of being in the state of flow

Pathways to creativity for entrepreneurs

Cultures that support creative problem solving