



SCHEDULE OF THE CERTIFIED CREATIVE PROFESSIONAL QUALIFICATION - INTENSIVE WORKSHOP

	1. Day	2. Day	3. Day	4. Day	5. Day	6. Day
Morning Session (1)	The Top-Creative Best Practice Process. (12 Idea Protection)	The Greatest Promise: Design Your Benefit with professional Laddering. (6 Strategy)	Judging Ideas by Body Energy & Rational Facts. (10 Idea Evaluation)	Defining Inspiring Objectives for Teams. „From Vision to Mission“ (1 Vision)	Assess Your Team, yourself and the „Spirit“ in your Company. (14 Creative Spirit)	Personal & Private. Repetition of the Entire Week according to Curriculum & Testing.
Morning Break						
Morning Session (2)	How come up with a creative but unspecific Idea. „Have an Idea!“ (3 Client Brief)	„Taming the Wild Horse“ according to the Brand (8 Idea Finding & 7 Creative Brief)	Holding, Tuning and Changing the Energy of a Good Idea into Great! (9 Idea Description)	The Clients Type Matrix. Set Objectives and change Beliefs for new Solutions. (2 Clients)	How to Inspire a Creative Culture for Great Ideas. (14 Creative Spirit)	45 Minutes Idea-Theory Testing with Open Feedback. Presentation of 3 Practice Cases.
Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
Daily Revision	Daily Revision	Daily Revision	Daily Revision	Daily Revision	Daily Revision	Daily Revision
Afternoon Session (1)	The Idea-Problem-Structure and the Magic-Idea-Triangle to find unique & relevant Information. (4 Problem Definition)	Asking Exciting Questions for Exciting Answers. 12 Principles to spark off Ideas on Strategy (8 Idea Finding)	How to present an Idea to let the spark jump over. Tips and tricks to win the Creative Pitch. (11 Presentation)	Manifesting the Great Idea. How to define a Vision in Space that brings fresh Energy into your Teams. (13 Creative Space)	<i>Internal Project: „Catch up a Problem in the Process!“ System, Process, Demand, Team, Culture, Implementation</i>	Tasks to be finished: The Internet Fresh-up Testing and Practice Case (Preparation, Q&A, Certification, Certificate, Timing)
Afternoon Break						
Afternoon Session (2)	True but surprising Insights. How to gain a deeper Target Group understanding. (5 Insights)	<i>External Client Project: „Catch up the Brief for a Great Idea“ (Problem, Strategy, Idea, Brand, Media)</i>	Intention versus Behavior. How Beliefs influence Processes. Fly exercise! (15 Creative Self & 12 Idea Protection)	Recognize Your Personal Beliefs to identify Your Limits. Journey of the Hero! (15 Creative Self)	Open Questions & Answers. Individual Work with the Trainer and in Groups.	Exclusive Benefits for „Certified Creative Professionals“. Goodbye Session

The morning sessions take place between 9am and 1pm, the afternoon sessions between 2.30 and 8pm. The lunch is planned between 1 and 2pm. Every day the participants spend 30 minutes in small teams in the revision course. During the training the participants solve numerous practical exercises with a following trainer feedback and work on two projects: 1 external customer project and 1 internal process-problem. The order of the contents and the time are slightly differing in the three 2-day-workshops. The workshops finish respectively at 6pm and as the case may be at 8pm, on the last day between 4.30 and 5pm.