



IDEAMANAGEMENT®

Topics for the Testing of the Creative Professional Qualification

1. Formation of strategies in order to boost and to value Ideas for customers (case study analysis and processing)
2. Analysis and optimization of briefings according to relevant and inspiring aspects; formulation of a Re-Briefing (problem, task, core problem)
3. Problem definition in one sentence - as Idea and by using trigger words
4. Gaining true, inspiring insights of product, target group, competition and brand under pressure of time; identifying Idea sources
5. Flowing formulation of strategies according to the 7 criteria of the Benefit Design (3 benefits on the basis of 1 insight – semantic variation)
6. Reduction of Creative Briefings of different quality of the sections TV/ Print, Media, Promotion, Product with focus on inspiring and relevant facts
7. Tonality indication for brands – recommendation according Brand Personality Check
8. Formulation of inspiring questions according to different asking systems, incl. free interpretation and formulation in the “border area”
9. Generating Ideas under pressure of time by asking questions in a target-oriented and provocative way (on strategy) with the formation of media-neutral central Ideas in 20 minutes
10. Describing Ideas on 5 levels (Problem, Benefit, Central Idea, Core Idea, Execution) with subsequent variation and refinement of Ideas with the aid of the Central Idea
11. Evaluating Ideas according to their “energetic potential”, the IdeaControl®-Model
12. Rules to present Ideas, supportive and repressive factors, training to kill Idea killers
13. Defining and formulating inspiring goals in order to create a Creative Team Culture – from the vision to the implementation
14. Self- and Employee-Management – analysis and reflection on the basis of case studies; time management; problem solving on the team and company level
15. Tools to establish an effective and inspiring “Creative Space”

Not all contents will be tested, but have to be known!

On the basis of a practical work submitted, it will be documented that problems and Ideas can be described and modified on different levels of perception, that the process of generating and evaluating Ideas is known (strengths and weaknesses) and that an Idea can be refined on every level, even under pressure of time (theoretical and practical test).