

BE CREATIVE. BE EFFECTIVE. LAUNCH INITIATIVES

A workplace without creativity risks becoming a stagnant environment, one lacking a key driver of an organisation's forward progress. With startups posing a disruptive threat to established corporations, creativity has become the most coveted skill of the future. Out of the box thinking promotes excitement and passion for projects, reinforces engagement, enhances confidence vis à vis problem solving, and creates stronger connections between colleagues. As we're facing one of the largest skills mismatches in history, engagement and collaboration are major drivers of performance and employee retention. A creative environment and entrepreneurial mindset guarantee greater flexibility and responsiveness to challenges while ensuring more resilient teams.

"Disruption. The only thing that can stop it from upending your business are the ideas you generate through more creative and flexible thinking".

(Himmelman, Forbes)

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This program will be a dynamic journey demystifying creativity and the entrepreneurial mindset. Punctuated by various interactive and hands-on activities, you will not only learn new skills, tools and methods, but will have the opportunity to apply what you have learned to real world situations.

You will be accompanied by three engaging instructors, experts in their respective fields. Jean Phillipe Rosier, a disrupter in the education sector, will introduce you to new creative processes and teach you tools and methods which enable everyone leverage creativity. Maximillian Bock, a serial entrepreneur in the social impact field, will share his 10 years' experience in massively scalable innovations and challenge you to find creative solutions under highly limited resources. Elsa Anquetil will complete the picture by sharing convincing illustrations of how she takes projects from initial impulse to final deliverable within the world of social entrepreneurship.

You will leave with a more complete understanding of your creative qualities and you will acquire new problem-solving skills. You will better understand the entrepreneurial mindset and be able to apply it to real world situations and you will understand how you can be more effective and feel more confident while launching initiatives in your workplace. Throughout your stay at thecamp, additional activities and unique opportunities for encounters with thecamp's rich ecosystem will be provided.

Takeaways

The program will enable you to:

- Tackle problems with new creative tools
- Better understand the [intra]entrepreneurial mindset
- Better know your creative qualities and use them effectively
- Feel more confident in launching initiatives
- Grasp the importance of creativity in your workplace

Pedagogical Methods

- Keynotes
- Hands-on activities
- Debate and discussion
- Engaging workshops
- Creative problem solving

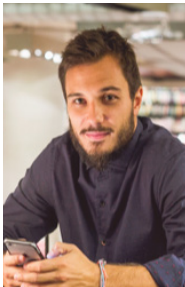
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Trainers' Biographies



Maximilian Bock

Dr Maximilian Bock is a physicist turned serial entrepreneur. Before turning 30, Max founded two award winning social impact start-ups, madanyu and Netwookie (valued at 2.5 million EUR), advocating creativity and entrepreneurship. He served as project manager for multi-national housing initiatives and UN consultant for housing and slum upgrading. Max is a public speaker at conferences, on radio and TV programmes on social entrepreneurship and digital innovation in emerging countries. Over the last decade, he has supported and mentored 63 start-ups, designed and led 28 workshops on 4 continents, and continues to run training programmes for executives and entrepreneurs worldwide.



Jean-Philippe Rosier

Jean Philippe Rosier is an educator and partner of Perestroika, the largest school of creative activities in Latin America that just has arrived in Europe. During his career, he attended to LEGO Serious Play, Kaospilot school (Sweden) and Holacracy practitioner training (Amsterdam). He is a TEDx (Madrid), PTTOW! (Los Angeles), Worldz (Hollywood) and Ouishare (Paris) speaker. In the creative field, he led workshops on creative processes and idea generation for global clients such as: Red Bull, Oracle, Walmart, Coca Cola and LinkedIn.



Elsa Anquetil

Elsa Anquetil has discovered social entrepreneurship in its many forms: in start-ups, large companies, public institutions and associations; and different countries (France, Chile, Cambodia, Haiti). In these different experiences, Elsa has been able to guarantee collective development process in the service of projects as varied as access to energy in developing countries, professional integration of the youth, or inclusive mobility. At Marseille Solutions, Elsa also specializes in methodologies permitting to co-design solutions with beneficiaries or users (participatory design process, empowerment, human-centered design...).

Price

€2,750 Euros
(accommodation included)

Contact Information

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Agenda

Day 1: Stepping into Creativity & Entrepreneurial Mindset

Time	Activity
08:45 – 09:00	Morning Ritual at thecamp
09:00 – 09:10	context, Introduction, Agenda, Experiential Learning Model
09:10 – 10:45	JPR: understanding a changing world
10:45 – 11:00	Break
11:00 – 12:30	JPR: Breaking the Matrix – Demystifying creativity
12:30 – 14:00	Lunch Followed by a visit of thecamp
14:00 – 15:30	MB: Being a creative Entrepreneur
15:30 – 15:45	Break
15:45 – 17:30	MB: How Intrapreneurs change Landscapes
17:30 – 18:30	Break
18:30 – 20:00	Aperitif and surprise Activity
20:00 – 21:00	Dinner
21:00 - ...	chilling at the bar

Day 2: Entrepreneurial Experiences, Tools and Methodologies

Time	Activity
08:45 – 09:00	Morning Ritual at thecamp
09:00 – 10:45	MB: Kick starting your Entrepreneurial Journey
10:45 – 11:00	Break
11:00 – 12:30	EA: Social Entrepreneurship – Initiative to Result
12:30 – 13:45	Lunch Followed by a surprise Encounter
14:00 – 15:00	JPR: Generating Ideas through creativity
15:00 – 15:15	Break
15:15 – 16:15	JPR: understanding the Entrepreneurial Mindset
16:15 – 17:00	JPR: Wrap up
17:00 – 17:30	Assessment and Feedback