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Creative Holism to Improve Management and Entrepreneurial Role models and Approaches

THE POLISH TRAINING COURSE

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The training programme titled « **Entrepreneurial Creativity»**, was developed in the context of the Leonardo da Vinci project titles Creative Holism to Improve Management and Entrepreneurial Role models and Approaches and the aim is to identify, develop and enhance their creative skills and those of their employees, and to foster creativity.

The pilot training was held by Aneta Kutnik and Czesław Krzysztof Cieplik, and was implemented in Poland with the participation of 18 entrepreneurs, and was made up of a total of 41,5 hours (35 hours of face to face sessions and 6,5 hours of distance learning). This process took place in December 2013 and January 2014 in 6 meeting sessions and own work of participants.

The programme has been implemented with the use of a combination of methods including both face to face (require a presence) and distance learning.

Furthermore¸ mini-lecture/tutoring, case studies, discussions, didactic games, role playing, problem solving, brainstorming, feedback, metaphor, individual work, work in pairs, group work.

It consists of 5 Didactic module, which are the following:

- *Module 1*: Entrepreneurial management: creativity and innovation in business
- *Module 2*: Creative mental operations: lateral thinking in action
- *Module 3*: Stimulating Creativity in Yourself and Others
- *Module 4*: Managing Organizations for Positive Creativity
- *Module 5*: Be creative in practice

Module 1: Entrepreneurship: Creativity and Innovation in Business

This module (3h classroom and 6 h distance learning) focuses focuses on the concept of creativity, the relationship between creativity and entrepreneurship and the importance to be creative in order to gain competitiveness in business. Furthermore, this unit aims to promote the:

- Integration of the participants
- Identifying own strenghts as the basis for development of creative thinking
- Identifying personal barriers of creativity
- Acquisition of the knowledge about creativity (in business), creative thinking process

Didactic materials*:

1. Module 1

**Follow the link below to access to the didactic materials*

Module 2: Creative mental operations: lateral thinking in action

This module (4h classroom) focuses on some of the main mental operations useful to improve the creative thinking. Furthermore, this unit aims to promote the:

- Revision from the previous session
- Acquisition of the knowledge about creative mental operations: connotation, deductive reasoning, inductive reasoning (analogies), transforming, metaphor / simile
- Stimulating creativity by practicing the above mentioned mental operations

Didactic materials*:

1. Module 2

**Follow the link below to access to the didactic materials*

Module 3: Stimulating Creativity in Yourself and Others

This module (6 h classroom and 3 h distance learning) focuses on the different techniques to develop and improve creative skills, especially in workplace. Furthermore this unit aims to:

- Learning to identify the factors stimulating and limiting the creativity
- Acquisition of the knowledge about the tools for building creative cognition and tools for organizational creativity
- Stimulating creativity by practicing the above mentioned tools

Didactic materials*:

1. Module 3

**Follow the link below to access to the didactic materials*

Module 4: Managing Organizations for Positive Creativity

This module (7 h classroom and 2 h distance learning) on the importance of enhancing a creative environment in workplace and managing creativity in work teams. Furthermore, this unit aims at:

- Identifying own strenghts and weaknesses as an entrepreneur, identifying the areas of self-development, identifying own features for managing people and enterprise
- Learning cooperation and team work by doing
- Learning of giving and receiving feedback
- Learning and practicing different methods of problem solving

Didactic materials*:

1. Module 4

**Follow the link below to access to the didactic materials*

Module 5: Be creative in practice

This module (10 h classroom) focuses on the development of a creative project, from the idea to its execution. Furthermore, this unit aims at:

- Learning about the creative process, setting goals, verifying ideas, managing a new project
- Practical exercises to apply the knowledge

Didactic materials*:

1. Module 5

**Follow the link below to access to the didactic materials*

Photos from the polish training and CREAlabs experience