

# COMPANY CREATIVITY UNLEASHED

## DESCRIPTION

It's proven, companies implementing strategic creativity are more profitable than others, and for a good reason : it improves their flexibility, their efficiency, and makes employees more agile, autonomous and happy. But how do do it? Ancient Greece and Florence during the Renaissance are great examples of how delicate of an ecosystem Creativity is, and how it flourishes only when certain planets are well-aligned. That said, don't worry! No magical tricks are involved! This program will help you nurture the appropriate cultural and organizational environment in order to foster intrinsic creativity and innovation in your company. You will understand that a corporation is a delicate ecosystem balancing different equally important and ever-changing elements and discover subtleties of organizational design for creativity and innovation. Welcome !

## LEARNING GOALS

- To create the appropriate conditions to the emergence of creativity and innovation within one's company/unit
- To elaborate and choose the right innovation strategy that will either foster creativity and generate revenues for the company
- To provide constructive feedbacks that will help grow innovation, to adapt one's management and leadership style to the organization's innovation goals and strategy
- To overcome the numerous obstacles to a coherent execution
- To implement a rational innovation projects management system and a project evaluation policy.
- To be persuasive and creative while selling an innovation project (internally or externally)
- To be inspired by other companies and innovation strategies to act on their organization/unit



## DETAILED PROGRAM

Viewing a corporation as an ecosystem makes it easy to understand that the emergence of creativity is multifactorial and can happen only when certain elements are perfectly aligned and balanced : the « forest » of employees (Human Resources), the ground (company culture), water (management routines), sun (leadership), especially in a context (air : market trends) that is in constant evolution, needing continuous adjustments. This program is organized over 4 half-days, 4 days or 4 weeks, each focusing on one aspect of the ecosystem:

- Theme 1 : The Tree and the Forest : Human Resources
- Theme 2 : A fertile ground : Company Culture
- Theme 3 : Water : managing teams for creativity
- Theme 4 : Solar Energy : Innovation Leadership

Besides comprising different teaching formats (on site, online, live, e-learning), the 2 longer versions of the program (4 full days or flexible format over 4 weeks) offer additional workshops showcasing a deep analysis of concrete case studies and inspiring practices from well-known organizations.

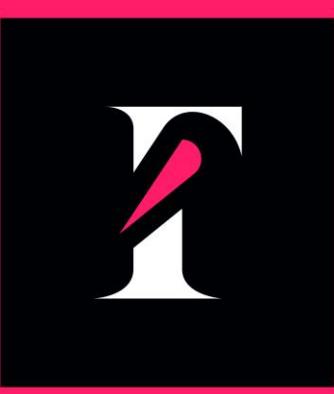
### % DAY 1 / DAY 1 / WEEK 1 : THE TREE & THE FOREST    % DAY 2 / DAY 2 / WEEK 2 : A FERTILE GROUND : COMPANY CULTURE    % DAY 3 / DAY 3 / WEEK 3 : WATER : MANAGING TEAMS FOR CREATIVITY    % DAY 4 / DAY 4 / WEEK 4 : SOLAR ENERGY : LEADERSHIP

We will explain how the working environment can be compared to nature and to an ecosystem. In order for a tree (an employee) to produce fruits (ideas, creativity, innovation), it needs to grow among an organized community of trees, that will support each other and reinforce each other in this creation act. The goal of this week's content is to explore strategies to leverage individual and group creativity and innovation.

When it comes to innovation, the environment in which employees will evolve has a tremendous impact on the degree to which a business strategy will or won't be successful. Culture often reinforces architecture models, talent retention and vice versa. Let's discover the key cultural strategies of innovating companies to nurture creativity and innovation at their very core.

No living element can grow without any water. To become resourceful problem-solvers, employees need to be fed by external elements as well. Depending on the type of "food" provided, management styles can either boost or inhibit radically corporate creativity. This week, you'll discover different strategies that you may implement to unleash your teams' or your own creative potential.

Now that we've learnt about the different aspects of organizational design, let's focus on its main conductor: the organization's leader. And more specifically, we will dig deeper on leadership, with an emphasis on innovative companies' strategies and examples. Amazon's Jeff Bezos at Amazon, Pixar's Ed Catmull, Disney's Robert Iger, Nike's Phil Knight... let's explore these key players' leadership styles and influence.



## Audience and prerequisite

Open to all professionals likely to influence the organizational or cultural design of the company : leaders, managers, or members of HR teams. No specific skill in creativity or artistic background is required.

## Program Duration : 3 Formats

- On-site 4 half-days (14H)
- On-site 4 days (28H)
- Flexible over 4 weeks (16H) : Blended Learning. Per week : 2H Live session (on site or online) + 1H30 e-learning videos (at one's own pace) + 30 min workshop

## Rate including all taxes :

- 4 half-days, 14H : 1550€/ participant
- 4 days, 28H : 2450€/ participant
- Flexible over 4 weeks : 1950€/ participant
- In-house & Tailor-made program : contact us

## Dates 2026

14H format : 22<sup>nd</sup>May, 29th, 5th, 12th June (afternoons)

28H format : 13th, 20th, 27th March, 3rd April  
Flexible : from 21st September to 16th October

## Accessibility :

Participants with disabilities are more than welcome. Contact us : [flammable@flammable.fr](mailto:flammable@flammable.fr)

## Application :

- Until 3 days before the start of the program
- Deadline for response : 48H average
- Admission process : interview

## Grading System, Completion :

- Interactive quizzes
- Course Completion Certificate

## Trainer : Lucie Cabourdin

Lucie Cabourdin worked for 15 years in the audiovisual industry. During her career, she had the opportunity to manage numerous creatives and as Banijay Group's Global Head of Development, to energize the creativity of the world's leading production company. In 2020 she creates Flammable, a consulting firm dedicated to using creativity as a strategic business tool and a lever to foster innovation in any company, from any industry, creative or not.

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