



Audience and prerequisite

This program is open to all professionals, whatever position or industry, willing to improve their problem-solving and innovation skills and professional creativity. It doesn't require any specific skill or background.

Program Duration :

14 hours, 8 units : 2 full days or 4 half-days, on site (France and international) or online

Rate including all taxes :

- **1350€/ participant**
- **In-house & Tailor-made program** : contact us

Dates 2026

25th, 26th June

Accessibility :

Participants with disabilities are more than welcome. Contact us : 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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PROFESSIONAL CREATIVITY AND AGILITY FOR ALL

DESCRIPTION

What's the difference between a good and a bad attorney? A good and a bad seller? A good and a very good scientist? Their Creativity. Sometimes considered as a magical skill, or restricted to artistic industries only, creativity is deeply misunderstood. It's a shame, as it's nothing less than a useful resource that anyone can develop. The benefits from cultivating professional creativity are numerous : being creative at work allows to be more agile, efficient, autonomous and is a great source of happiness at work. This program will guide you through the mysteries of this unknown skill and help you grow it in order to become a happy and resourceful creative problem-solver.

LEARNING GOALS

- To become creative every day at work and use creativity in one's daily professional tasks
- To solve problems more easily, to become more agile and autonomous
- To become a happy creative problem-solver
- To find appropriate solutions depending on one's goals and strategy (originality, simplicity, efficiency...)
- To be constructive in a team environment and use creative thinking to collaborate with others
- To evaluate, select ideas and projects (their own and others') rationally
- To move into action while anticipating risks
- To master some creative problem solving tools, strategies and techniques and our proprietary creativity tool D.I.S.R.U.P.T.T.®



DETAILED PROGRAM

DAY 1 – MORNING

UNIT 1 : UNDERSTANDING PROFESSIONAL CREATIVITY (1H30)

What exactly is Creativity? How does it work? To open up this session, discover the deep inherent mechanisms that lie beneath the emergence of creativity : neurosciences, social sciences, psychology, history will help us understand its prerequisites and benefits.

UNIT 2 : NURTURING THE RIGHT CREATIVE CULTURE AND MINDSET (2H)

Being a creative problem solver at work isn't a gift, but a skill that you can cultivate and nurture. You can considerably enhance your creative potential by adopting the right mindset that will grow intrinsic motivation and perseverance, the two key underlying secrets of creative thinking.

DAY 1 – AFTERNOON

UNIT 3 : CONDITIONING ONESELF AND OTHERS FOR CREATIVITY (1H30)

Environmental factors are also tremendously important to creative thinking and creative problem solving. Here are several tricks coming from different industries and professionals to create the ideal conditions to help you or your colleagues come up with original solutions.

UNIT 4 : UNLEASHING TEAM CREATIVITY (2H)

When it comes to being creative at work, the team is either your best friend or your worst enemy. Collectively solving a problem can be a choice, an obligation or a necessity. Whatever your context, it requires to be organized and to respect some key rules to manage to leverage the true creative potential of the team.

DAY 2 – MORNING

UNIT 5 : IDEAS EVALUATION AND SELECTION (1H30)

When we evaluate and select ideas or projects (ours or others'), we may suffer from cognitive biases than will influence our decisions. It's a pity, as ideas evaluation and selection are probably the most important steps of the process. Let's consider using other criteria than the ones you're used to.

UNIT 6 : MOVING INTO ACTION AND RISK MANAGEMENT (1H30)

Being creative often means implementing something new, which is often linked to risk-taking. Risks can delay action, but you need to move into action to effectively solve your problem. We will tell you how you can mitigate risks and thus make a first step towards your problem's resolution.

DAY 2 – AFTERNOON

UNIT 7 : CREATIVE PROBLEM-SOLVING STRATEGIES AND TOOLS (2H)

Discover different tools and strategies fostering creative problem-solving. Through several concrete case studies, we will explore these techniques and target specific applications.

UNIT 8 : A CREATIVE FRAMEWORK : D.I.S.R.U.P.T.T.® (2H)

Depending on your context, brainstorming might not be an ideal tool when it comes to finding original solutions to a problem. We have developed another ideation methodology, a licensed framework that you or your employees can use alone or with others : D.I.S.R.U.P.T.T.®.