

THE AI AUGMENTED IDEATION TOOLBOX : MASTERING 10 GUIDED CREATIVITY TECHNIQUES FOR EVERYDAY INNOVATION

DESCRIPTION

AI: Threat or Opportunity for Human Creativity? Generative AI has opened up an infinite playground for the human mind. But here's the real challenge: knowing how to ask it the right questions! Not the ones that make it think for you (those ideas often fall flat), but the ones that unleash your own creative spark. This training gives you **an augmented creativity toolbox**—a collection of techniques and AI-enhanced tools to help professionals from any industry generate bold, original ideas, whether you're working solo or in a team. Because no, brainstorming isn't the only way to come up with something new—and asking ChatGPT isn't either! From brainwriting to gamestorming, visual brainstorming, analogy thinking, and Flammable's AI augmented DISRUPTT® method, discover how AI can supercharge classic creative methods—so you can reignite the joy, freedom, and excitement of creating.

LEARNING GOALS

- Master the psychological and environmental prerequisites for ideation
- Organize effective brainstorming sessions with AI
- Master around fifteen new ideation and idea-evaluation tools and techniques, enhanced by generative AI, including brainwriting, visual brainstorming, gamestorming, the impossible brief, mind mapping, de Bono's Six Thinking Hats, analogy thinking, and SCAMPER
- Apply these tools through a hands-on content creation workshop running throughout the program
- Unlock the power of Flammable's exclusive D.I.S.R.U.P.T.T.® method—now supercharged with generative AI.



DETAILED PROGRAM

D1 – MORNING SESSION: PREREQUISITES FOR CREATIVITY AND 3 PRACTICAL TOOLS (3H30)

- THE PREREQUISITES OF INDIVIDUAL AND COLLECTIVE IDEATION : NEUROSCIENCE, MINDSET AND ENVIRONMENT
- TOOL 1 : BRAINSTORMING, WITH OR WITHOUT AI
- TOOL 2 : THE PURGE, WITH OR WITHOUT AI
- TOOL 3 : MINDMAPPING, WITH OR WITHOUT AI

D1 – AFTERNOON SESSION: 3 ADDITIONAL PRACTICAL TOOLS (3H30)

- TOOL 4 : PROVOCATION, DAYDREAMING, CONSTRAINTS AND THE IMPOSSIBLE BRIEF, WITH OR WITHOUT AI
- TOOL 5 : VISUAL BRAINSTORMING, WITH OR WITHOUT AI
- TOOL 6 : BRAINWRITING, WITH OR WITHOUT AI
- ONGOING WORKSHOP: CONTENT CREATION PROJECT

D2 – MORNING SESSION: EVALUATING AND SELECTING IDEAS AND 3 PRACTICAL TOOLS (3H30)

- EVALUATING AND SELECTING IDEAS, WITH OR WITHOUT AI
- TOOL 7 : DEBONO'S 6 THINKING HATS, WITH OR WITHOUT AI
- TOOL 8 : WALT DISNEY'S METHOD, WITH OR WITHOUT AI
- TOOL 9 : THE IDEAL FUTURE, WITH OR WITHOUT AI

D2 – AFTERNOON SESSION: 2 ADDITIONAL PRACTICAL TOOLS (3H30)

- TOOL 10 : ANALOGICAL THINKING, WITH OR WITHOUT AI
- TOOL 11 : GAMESTORMING, WITH OR WITHOUT AI
- ONGOING WORKSHOP: CONTENT CREATION PROJECT

D3 – MORNING SESSION: AI BOOSTED CREATIVITY AND 2 PRACTICAL TOOLS (3H30)

- PROMPTING FOR CREATIVITY
- TOOL 12 : AI AUGMENTED SCAMPER METHODOLOGY
- TOOL 13 : FLAMMABLE'S AI AUGMENTED PROPRIETARY TOOL D.I.S.R.U.P.T.T.®

D3 – AFTERNOON SESSION: AI BOOSTED CREATIVITY WORKSHOP (3H30)

- ONGOING WORKSHOP: CONTENT CREATION PROJECT
- PITCH FESTIVAL



Audience and prerequisites

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

Program Duration :

21 hours : 3 full days,
on site (France and international)

Rate including all taxes :

- **1400€/ participant**
- **In-house & Tailor-made program** : contact us

Dates 2026

9th, 10th, 11th February (in partnership with La Fabrique des Formats)
25th, 26th, 27th November

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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