



Audience and prerequisite

This program is suitable for creative industries professionals, creatives from all sectors, managers or future managers of creative or innovation teams.

This program doesn't require any specific background or skill.

Program Duration :

14 hours, 8 modules, over 2 continuous or discontinuous days, on site (France and international) or online

Rate including all taxes :

- 1550€/ participant
- In-house & Tailor-made program : contact us

Dates 2026

- July 2nd, 3rd
- September 17th, 18th

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 20 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.

<https://www.linkedin.com/in/lucie-cabourdin/>

Contact :

Flammable
3 Passage Bullourde
75011 Paris, France
flammable@flammable.fr

WHAT'S YOUR CREATIVE TYPE? UNDERSTANDING AND DEPLOYING THE ASSETS OF YOUR CREATIVE PROFILE

DESCRIPTION

Our exclusive typology of creative profiles, inspired by Jung's Personality Types, will help you explore your creative personality and discover your own personal creative type among 7 categories. Learn how to exploit your creative type's strengths at their best and how to leverage the different resources offered by the other creative types around you. If you manage a team, learn how to compose complementary groups and how to associate the right creative types depending on your goals. Understand why certain associations are appropriate and fruitful and why others are unproductive. Learn how to use the right motivation levers depending on the different creative profiles composing your team in order to guarantee a true and sincere dedication from them.

To sum up, this program doesn't asset IF you are creative but HOW creative you are and HOW creative those around you are. Whether creativity is your daily duty or you manage creatives, leave this program with a personalized toolbox that will help reinforce your and your team's creative potential.

LEARNING GOALS

- To reinforce one's creative potential thanks to a better understanding of one's own personal creativity
- To collaborate more easily with other profiles and creative personalities
- To use the right motivation levers to stimulate oneself and others, depending on the different creative profiles
- To team up with the right resourceful profiles and to overcome potential obstacles linked to problematic associations
- To create relevant and productive teams, associating the right creative profiles depending on one's goals.
- To create an individualized management strategy, adapted to each creative profiles composing one's team



DETAILED PROGRAM

DAY 1 – MORNING

STEP 1 : UNDERSTANDING YOUR OWN CREATIVE PERSONALITY (2H)

Being creative means deploying numerous efforts. The first question to ask is then : what motivates you to make these efforts ? The answer to this question is unique and defines you. After a collective and individual reflection about these topics, you will complete our personality test and discover your personal creative type among 7 categories. What is your creative profile ?

STEP 2 : UNDERSTANDING THE OTHER CREATIVE PROFILES (1H30)

After this introduction to the different creative types, you will get to learn their subtleties, particularities, particularly the strenghtes and weaknesses of each type. To illustrate these differences, each of you will be encouraged to describe their own functioning.

DAY 1 – AFTERNOON

STEP 3 : BOOSTING YOUR AND OTHERS' CREATIVE POTENTIAL WITH THE RIGHT MOTIVATION LEVERS (2H)

Each creative profil has its own motivation levers, whether they are intrinsic or extrinsic. What are the typical motivation resources of your own creative type? How to activate them to become even more motivated and thus much more creative? If you manage a team of creatives, what are the levers that work for each member of your team, depending on their profile ?

STEP 4 : WORKSHOP : TAKING ADVANTAGE OF THE DIFFERENT CREATIVE PROFILES (1H30)

Split into duos, you will realize different creative tasks illustrating how each creative profile can be useful to the other in different circumstances. You will probably get to better understand the strengths given by your particularities and when it can be useful for you to ask for help, and to who depending on their creative type..

DAY 2 – MORNING

STEP 5 : FINDING YOUR BEST PARTNERS (2H)

Certain profiles are complementary while others are contradictory. You will understand which profile can enhance your potential and which profiles collaborate with more difficulties. You will probably understand why it is already difficult to team up with some of your colleagues and how to overcome obstacles

STEP 6 : CREATING THE RIGHT MIX OF PROFILES DEPENDING ON OWN'S GOALS (1H30)

To team up with profiles that are really different than ours is not necessarily harmful! On the contrary, it can be really interesting and useful. It all depends on our goals and on finding the right timing to integrate them. When can we integrate who and why, here is the question we will address here. Managers will get to learn when and how to create the right mix of people depending on their profiles and our goals.

DAY 2 – AFTERNOON

STEP 7 : CASE STUDY : RELEVANT TEAMS EXAMPLES (1H30)

You will get to study different concrete examples of productive and efficient teams coming from the pop culture or the corporate world that will illustrate perfectly perfect synergies between different creative types.

STEP 8 : WORKSHOP : « DREAM TEAMS ! ». DESIGNING TEAMS FOR DIFFERENT PROJECTS (2H)

It's your move! We will submit more or less complex creative projects to you and ask you to create the right creative human strategy, with a timeline and different creative profiles to incorporate depending on our goals. Together we will evaluate the quality of your different « Dream Teams »!