

# MANAGING CREATIVES AND INNOVATION TEAMS

## DESCRIPTION

Managing creatives and innovation teams is a fascinating but difficult task. One of the reasons for it is that your mission is dual : you are responsible for kindling a fragile and yet sustainable and glowing flame that you need to make sure won't die. Additionally, you are responsible for sparking the right flame, the one that will be sufficiently risky to be new, but not too risky to be considered as an irrational bet by your superiors, clients, shareholders... at a moment when innovation is often a matter of survival for organizations. This program is built to help you - managers of creative or innovation teams from any sectors, or professionals aiming to manage creative or innovation teams - handle more serenely your highly strategic duties.

## LEARNING GOALS

- To identify and recruit the right creative profiles depending on your innovation goals
- To know how to compose an optimal and complementary team to take advantage of collective intelligence
- To learn how to create the right routines to evaluate and retain creative talents
- To learn how to create the appropriate environmental conditions to inspiration and ideation
- To adapt one's management style to get the best from each creative profiles
- To feed your teams with creative boosters and ideation tools like our proprietary creativity tool D.I.S.R.U.P.T.T.®
- To implement a rational idea evaluation policy and a rational innovation projects management system
- To master persuasion techniques to help sell the team's ideas internally and externally
- To overcome the numerous obstacles to a coherent execution



## DETAILED PROGRAM

### DAY 1 – MORNING

#### UNIT 1 : INTRODUCING STRATEGIC CREATIVITY (1H30)

While innovation is almost a buzzword in the business vocabulary, « creativity » seems to be limited to artistic disciplines. Curious, when you think that it is one of the most important components of innovation. This unit guides you through these concepts, describing their mechanisms and potential benefits.

### DAY 1 – AFTERNOON

#### UNIT 3 : FOSTERING CREATIVITY AND INNOVATION THROUGH MANAGEMENT (2H)

This unit, focused on management tools, helps understand how to stimulate individual creativity at the workplace thanks to a suitable environment and how to help all employees discover unexpected resources to innovate in their daily professional tasks.

#### UNIT 2 : THE CREATIVE TEAM : THE RIGHT MIX TO UNLEASH COLLECTIVE INTELLIGENCE (2H)

Creative profiles are diverse, difficult to identify and most of the time difficult to manage. This unit explores the Human Resources aspect of your role : What is the right size for a creative team? How to compose a team in terms of personalities, backgrounds to unleash a "collective flow" of creativity? What architecture for your unit? How to retain creative talents?

#### UNIT 4 : HELPING YOUR TEAM IDEATE : THE UNIQUE CREATIVITY TOOL 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.®.

### DAY 2 – MORNING

#### UNIT 5 : LEADERSHIP IN CREATIVE CONTEXTS : FROM MANAGER TO MENTOR (1H30)

Let's talk about you. What's your leadership style? As a leader, your duty is to imagine, plan, anticipate, organize, finance and drive execution, which requires a lot of creativity and strategic thinking. Your role is to guide your teams towards achieving the company's innovation goals. Let's explore winning strategies that may influence your **DAY 2 AFTERNOON**

#### UNIT 7 : SELLING INNOVATION : PERSUASION & THE CREATIVE PITCH (2H)

Innovation is often hard to sell as it's often risky. Selling a product or an idea requires a lot of creativity. Mastering social sciences and the common rules of persuasion will for sure also help you a lot reach this goal.

#### UNIT 6 : MANAGING INNOVATION PROJECTS RATIONALLY (2H)

Innovation is full of unpredictability and requires a specific organization. Based on which criteria do you select your innovation projects? When should you abandon a project? How to handle risk? Your innovation portfolio can be managed like a stock portfolio. This module shows how.

#### UNIT 8 : ANTICIPATING AND OVERCOMING OBSTACLES TO EXECUTION (1H30)

The pathway from creativity to innovation is often challenging. The last step in the process is execution. Execution requires to allow failure, to test, iterate, start again... This module will help you handle the highly risky step more serenely.



## Audience and prerequisite

Audiovisual professionals or professionals coming from any other creative and artistic industry already managing creatives or aiming to manage creatives, innovation teams managers from all sectors.

## Program Duration :

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

## Rate including all taxes :

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

## Dates 2024

08<sup>th</sup>, 09<sup>th</sup> February  
26<sup>th</sup>, 27<sup>th</sup> September

## 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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