

Mastering Creativity

Creativity Masterclasses by SfNC



As our world rapidly evolves and the pace of change accelerates, human creativity has never been more important. Yet many employers and educators struggle to generate the most innovative work from their teams and students. **The science of creativity can help.**

About Creativity Masterclasses

Creativity Masterclasses are 1-day workshops where leading experts in the neuroscience of creativity share research insights, practical tips, and lead demonstrations on how to optimize creative work.

Modules can include:

- What's happening in the brain when we get creative?
- The business case for enhancing creativity for individuals and organizations
- How should we measure creativity?
- Science-based tips and tricks to boost creative productivity and avoid creativity killers
- Optimizing creativity in the workplace
- Building work environments that are conducive to creativity
- Optimal teamwork setups for creativity enhancement

Audience

Masterclasses are ideal for leaders and teams who want to learn more about the science of creativity and who may be interested in improving creativity in their organization or institution.

Previous participants have included groups from education, management consulting, finance, R&D, pharmaceutical companies, fashion and gaming industries, and governmental agencies.

Customization and Delivery

Masterclasses can be tailored or fully customized depending on your group or organization's needs, and can be offered domestically in the United States or internationally. Masterclasses can be offered virtually or in-person.

