Collaborative Creativity: Leading Teams with Brainstorming Techniques Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #INN3958_265201

Course Introduction / Overview:

This training course is a hands-on program designed for leaders and team members who want to harness the collective power of their group to generate innovative solutions. It goes beyond simple ideation to focus on the facilitation, management, and strategic application of brainstorming techniques. Participants will learn how to create a psychologically safe environment where every team member feels comfortable contributing. The program covers a wide range of techniques, from classic brainstorming methods to modern digital and visual tools. It also addresses how to overcome common obstacles, like groupthink and unequal participation. The curriculum is informed by the work of authors like Steven Johnson, who in his book Where Good Ideas Come From, argues that innovation is a product of connected networks rather than isolated genius. This course at BIG BEN Training Center will equip professionals with the skills to lead highly effective and creative sessions that deliver tangible results. By the end of this program, professionals will have a practical toolkit for leading collaborative creativity, turning their team into a powerful engine for innovation and problem-solving.

Target Audience / This training course is suitable for:

- Team leaders and project managers.
- Innovation facilitators and scrum masters.
- Product managers and designers.
- Marketing and communications professionals.
- HR professionals specializing in team development.
- Entrepreneurs and startup founders.
- Anyone responsible for leading creative sessions.

Target Sectors and Industries:

- Technology and Software.
- Advertising and Marketing.
- Consulting and Professional Services.
- Product Development and R&D.
- Financial Services.
- Education and Training.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Marketing.
- Product Management.
- Human Resources (HR).
- Innovation and R&D.
- Strategic Planning.
- Creative and Design Teams.
- Operations.

Course Offerings:

By the end of this course, the participants will have able to:

- Facilitate a highly effective brainstorming session.
- Use a wide range of techniques to generate creative ideas.
- Overcome common challenges like groupthink and unequal participation.
- Create a psychologically safe environment for collaborative work.
- Translate raw ideas into actionable plans.
- Use visual and digital tools to enhance group creativity.
- Build a culture of collaborative problem-solving within a team.

Course Methodology:

This training course uses a highly interactive and workshop-based methodology. The program is built around a series of hands-on exercises where participants will practice leading and participating in different brainstorming techniques. Each unit focuses on a specific method, from structured ideation like the SCAMPER method to more free-form approaches like mind mapping. Participants will work in small teams to tackle a new creative challenge each day, receiving immediate feedback on their facilitation style and idea-generation skills. We will use a variety of tools, including whiteboards, sticky notes, and digital collaboration platforms, to simulate real-world scenarios. The program at BIG BEN Training Center emphasizes a learning-by-doing approach, ensuring that participants build muscle memory for leading effective creative sessions. This practical methodology gives professionals the confidence to go back to their organizations and immediately apply what they have learned, turning their teams into powerful engines for innovation.

Course Agenda (Course Units):

Unit One: The Foundations of Collaborative Creativity

- Understanding the psychology of group creativity.
- The role of a facilitator in a brainstorming session.
- Creating a psychologically safe environment.
- Setting clear goals and rules for a creative session.
- Case study on a successful collaborative project.
- Diagnosing common brainstorming pitfalls.
- Developing a personal facilitation style.

Unit Two: Classic Brainstorming Techniques

- The rules of traditional brainstorming.
- Using mind mapping for group ideation.
- The benefits and challenges of classic methods.
- Conducting a force field analysis for a problem.
- Using structured and unstructured approaches.
- Practicing silent brainstorming.
- Workshop on a classic brainstorming session.

Unit Three: Advanced Techniques and Tools

- Using the SCAMPER method for idea transformation.
- Applying the Six Thinking Hats framework.
- Exploring digital tools for collaborative ideation.
- The art of a "Crazy Eights" session.
- Combining different techniques for maximum effect.
- Using visual prompts and materials.
- Workshop on an advanced creative challenge.

Unit Four: From Ideas to Action

- Techniques for idea prioritization and selection.
- Using a voting system to narrow down options.
- Developing a simple prototype for a chosen idea.
- Creating an action plan for a new initiative.
- Securing buy-in from stakeholders.
- Communicating the value of a creative idea.
- Case study on a successfully implemented idea.

Unit Five: Building a Creative Team Culture

- The role of a leader in fostering creativity.
- Encouraging risk-taking and learning from failure.
- Giving and receiving constructive feedback.
- Building shared vocabulary for creative work.
- Creating a personal development plan for creativity.
- Leading a final brainstorming project.
- Review and feedback session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a leader encourage a diverse group with varying levels of confidence and expertise to contribute equally in a brainstorming session without stifling more vocal participants or pressuring more introverted ones?

What unique qualities does this course offer compared to other courses?

This training course is unique because it focuses on collaborative creativity and leadership, rather than just individual thinking. It provides a practical, hands-on framework for leading highly effective creative sessions, which is a critical skill for any manager or team leader. Unlike other brainstorming courses that may focus on a single technique, this program provides a comprehensive toolkit of methods, from classic to modern, and teaches participants how to choose the right tool for the job. The curriculum directly addresses the most common challenges of group ideation, such as managing group dynamics and ensuring every voice is heard. This is not a course about being creative, but about leading creativity in others. It gives professionals the skills to facilitate a productive and engaging session, turning a team into a powerful engine for innovation. The hands-on, workshop-based methodology ensures that participants leave with the confidence and practical experience needed to lead collaborative creativity in their own organizations.