

## Creativity Today

If you want to learn how to generate and enrich ideas more easily. If you want to become an inspiring coach for creative sessions. If you want to grasp the do's and don'ts of applying creativity in organisations. If you want it now. It's in your hands!

Creativity Today has been the standard for creativity in business and education in Holland and Belgium for many years now. It is clear, fun and practical. It will be your personal coach, providing you with exercises, inspiration and knowledge that you can apply immediately.

## Creation Today

How do organisations evolve in the face of constant change? How can we design new types of organisations to meet the challenge? Through seven cases you will learn to discover implicit processes in your organisation and how to use inspiration, co-creation and experimentation as energisers for real change.

### new shoes today

The authors are part of new shoes today, a growing network of professional soul mates who support people and organisations involved in creation, innovation and change. New shoes today specialises in 21st century challenges. Their values: open, drive, care, fun, unity, today.



ISBN 978-90-6369-146-2



Laser Proof

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creativity TODAY

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BIS

creativity  
T O D A Y

tools for a creative attitude for business, education, industry, training, development, government, consultants, workers, thinkers, meetings, co-creation, design, health, sustainable growth, handling costs, art, technology, raising children, production, peace keeping, city marketing, peak performance, flower arrangement, dialogue, business blind dates, sports, pharmaceuticals, writers, travelling, reducing risk aversion, cleaners, experimentation, globalists, industry cross-overs, profitable losses, networks, commercial care, brotherhood, architects, strategy, religion, wealth, marketing, distribution, fashion, space discovery, company jesters, administration, corporate soul, nature, stubborn people, cultural diversity, media coaching, lovers, politics, letting go, water management, United Nations, carrying out, management, cooking, prosumers, rappers, facing, juggling, sales, traffic, innovative capacity, police, professional fun, the future, win-win, port, ...

Now including  
**CREATION  
TODAY**  
new vision on  
organisational  
development  
by Godelieve Spaas

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