



Integrated
Consulting
Group

Your Partner in Change.

what is the connection between a cat and a fridge?

Seriously boosting
Creativity in People

2021



The background of the slide is a photograph of rows of blue stadium seats. In the middle ground, one seat is a vibrant red, standing out from the sea of blue. The text is overlaid on the right side of the image.

**We are NOT born
creative**

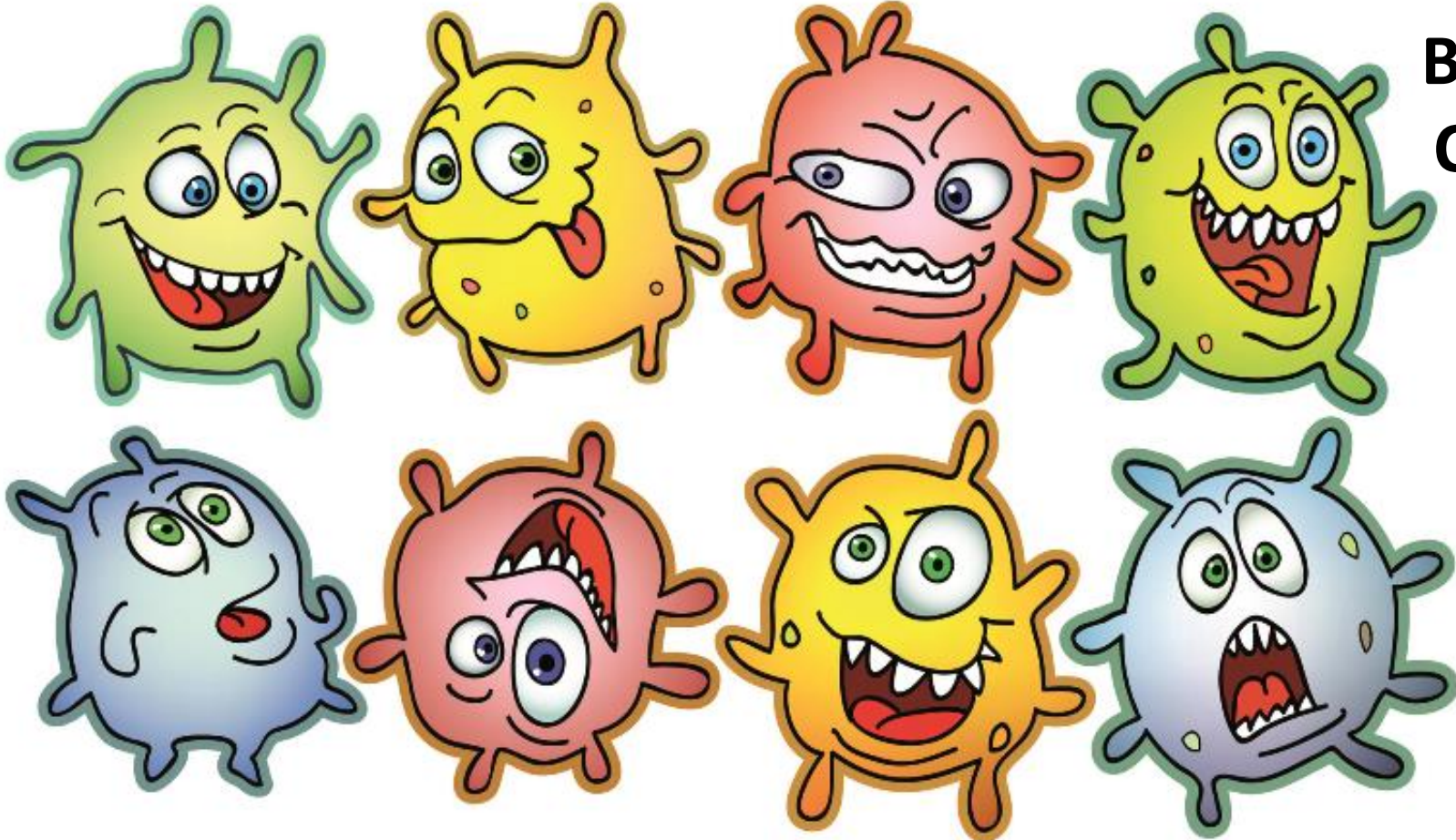
**Everybody can be
creative**

**Creativity
scientific
Models**

**Convergent &
Divergent
Thinking**



Neuroscience and Biology of Creativity



How
to hack
my
creative
superpowers

Brain tools and Instruments for Creativity



**Individual & Group
Methods and
Instruments**

YOUR CREATIVITY PARTNERS



Alexandra Gruicin

- ✓ **Education:** Psychology graduate at West University of Timisoara, MSc. In Organizational and Occupational Health Psychology
- ✓ **Experience:** 8 years experience in HR & Process Optimization Consultant, automotive industry; 3 years experience in Management Consultancy, Leadership & Coaching in ICG
- ✓ **Certificates:** Transactional Analysis in Organizations, Six Sigma, Kata Coaching, Solution-Focused Coaching



Mihai Svasta

- ✓ **Education:** Finance, Banking and Accounting graduate at the Academy of Economics, PhD in Innovation Management at Polytechnic University Bucharest
- ✓ **Experience:** 11 years as business consultant in Transformation & Innovation; 7 years President of the Romanian Association of Management Consultants, AMCOR
- ✓ **Certificates:** Certified Management Consultant, Fundamentals of Design Thinking by IDEO.





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Make an impact.

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