

## IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE

The Institute for Applied Creativity offers its services now in the USA

The IAK, the Institute for Applied Creativity, was founded in 1970 as one of Germany's first Creativity Institutes. Today, the seminars span from Creativity and Innovation workshops, via Management and Team training to Communication Development.

The IAK started creativity training with a unique approach, looking at and learning from Michelangelo. Michelangelo Buonarroti influenced a whole era with his unlimited creativity, the Renaissance. Besides his enormous dynamics and enthusiasm for action, Michelangelo recognized that there is method and never coincidence behind each good idea. Like no one else before him, he understood how to overcome paradigms to create the future.

The IAK took his approach to creativity to prove: Every person is able – with appropriate training – to develop his/her own creative potential and elaborate it into absolute mastery.

We take a look at the whole problem-solving process: You analyze the question before you start creating new ideas with an amazing variety of creativity techniques. Then comes certainly the assessment of what fits best to your goals and needs and how to implement new ideas.

Michelangelo promised "unique and exciting" results to his customers; so does the Michelangelo goes Business© training.

During many years of management training and consulting, the IAK has realized that in creativity management and communication problems, attitude and awareness play the most important roles.

Based on this fact, a system has been developed, which successfully transforms these so-called »un-trainable« themes, and makes them a reality.

Most management seminars focus on the change of behavior only. However, long term changes in behavior, are only possible through a change in attitude, because our attitude characterizes our behavior. Change of attitude, again, is only possible through awareness.

Through extraordinary experiences, practices and experiments, the TETA© seminar makes one aware of attitudes and their influence.

Through elaboration of concrete principles of action, alternative attitudes are developing, which aim to staff motivation, self-responsibility as well as genuine communication and conflict management.

The quality of attitude and awareness, which people have towards their enterprises and companies, decides success and failure more and more.

Business executives are confronted with new challenges, which lie increasingly in the communicative-social area. Poor performance, lack of initiative,

unwillingness to take risks, escalating demand levels as well as the problem of internal dismissal, are characteristic catchwords.

The experience in both areas, Creativity & Innovation and Leadership, has opened the expertise in an area that we call cross-competence. We were able to show in hundreds of cases, how our competence can make everyone successful and having better experiences in their professional and private life.

The IAK doesn't want to help the caterpillar crawl faster – we want to enable it to transform into a butterfly and fly free.

All our clients have one thing in common: They know that creative problem-solving has to be an essential element of daily activities, because...

*The future must not equal the past.*

In trying to service our clients in the best way, the IAK decided to expand their services beyond the German borders. In 1999, the IAK opened their first office outside Germany. The office in Switzerland was followed by openings in France, Italy and now in the USA. An office in Spain is planned for 2004 and there are more to follow.

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