

CREAFFECTIVE 

more creative and effective

Portfolio Florian Rustler

creffective as catalyst for innovation and new solutions

- Vision:** Make creativity real and concrete for the business world.
- What:** creffective facilitates and trains groups and leaders to develop new and innovative solutions to complex challenges using systematic creative thinking. creffective supports companies to create a culture that fosters innovation.
- How:** (1) In trainings principles and skills as well as tools and processes of creative thinking and creative problem solving are taught.
(2) In facilitated workshops creffective guides groups through a creative problem solving process that enables the group to come up with concrete new solutions to important challenges.
- Why:** Through a systematic process of creative thinking and creative problem solving it is possible to quickly clarify a fuzzy situation and generate new and innovative solutions that can be implemented.
- Who:** creffective: Florian Rustler and international partners (if needed)
Client: Leaders and/or entire teams or work groups
- When:** One hour up to various days.
Whenever a client faces challenges for which the solution or the way to a solution is not clear.
- Where:** Worldwide in English, German and Mandarin Chinese.

Services



Interactive Lectures

- Applied Creativity
- Creative Problem Solving
- Creativity & Innovation

Duration: 1 – 2 hours



Facilitation

- Innovation Workshops
- Strategy Workshops
- Continuous Improvement Workshops (CIP)
- Problem Solving Workshops

Duration: 1 – 3 days



Trainings

- Mind Mapping
- Getting to innovation - using systematic creative thinking
- Multiplier training

Duration: 1 – 5 days



Organizational Development

- Team Structures & Processes
- Innovation Culture

Services – Facilitated Workshops

creffective's facilitation processes and creative problem solving tools enable the client to develop concrete, innovative and realizable solutions for their unique problem / challenge in a short period of time.

There is no need for previous experience in creativity and problem solving techniques.

One process for organizations from different areas and industries

creffective is a process expert. creffective does not make any content contributions but exclusively steers the creative thinking and problem solving process for the group.

The creffective approach can effectively help a client whenever new solutions to complex challenges are required. This approach is applicable to all organizations from all sectors and industries as demonstrated by the client list.

Types of Workshops:

- Creativity and innovation workshops
- Strategy workshops
- Continuous Improvement Workshops
- Problem Solving Workshops



Services – Facilitation: Case studies

Switchgear development

In a five day workshop the technical experts of an industry client used the creffective methodology to create concrete and realizable designs for a new generation of switchgear devices.

Developing a new technical product

In a three days' workshop a client developed specific technical designs for a new product for the Asian market.

Developing a strategy for a "New Business" department

In a two day workshop, a client's "New Business" department developed a strategy for how to find new areas of business and how to develop new business ideas.

PR measures for an insurance company

An insurance company developed new PR strategies for the upcoming business year using a one day creativity workshop.

New sales strategy for a bank

In a one day innovation workshop a bank developed novel ways to attract new customers.

Improvement of cooperation within a municipal service provider

The leaders of a municipal service provider developed specific measures to improve cooperation among different departments of the organization.

Strategic HR project

In a two day workshop the HR department of a client developed new retirement and sabbatical models for their employees.

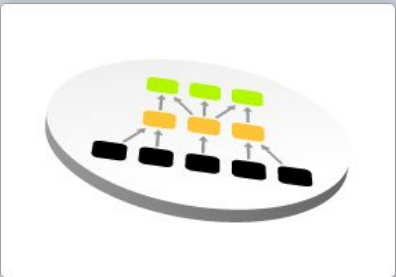


Methods for more innovation and higher effectiveness



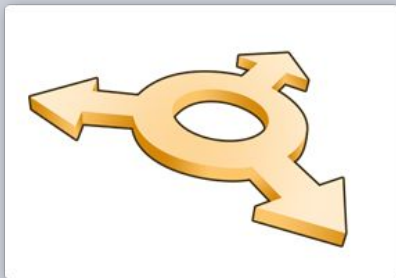
Creative Problem Solving

Creative-Problem-Solving (CPS) is an explicit process that enables individuals and groups to quickly develop new ideas for a clearly defined task or challenge. The process enables those involved to evaluate the new ideas, develop them and bring about their realization quickly and effectively.



Thinking Tools & Creativity Techniques

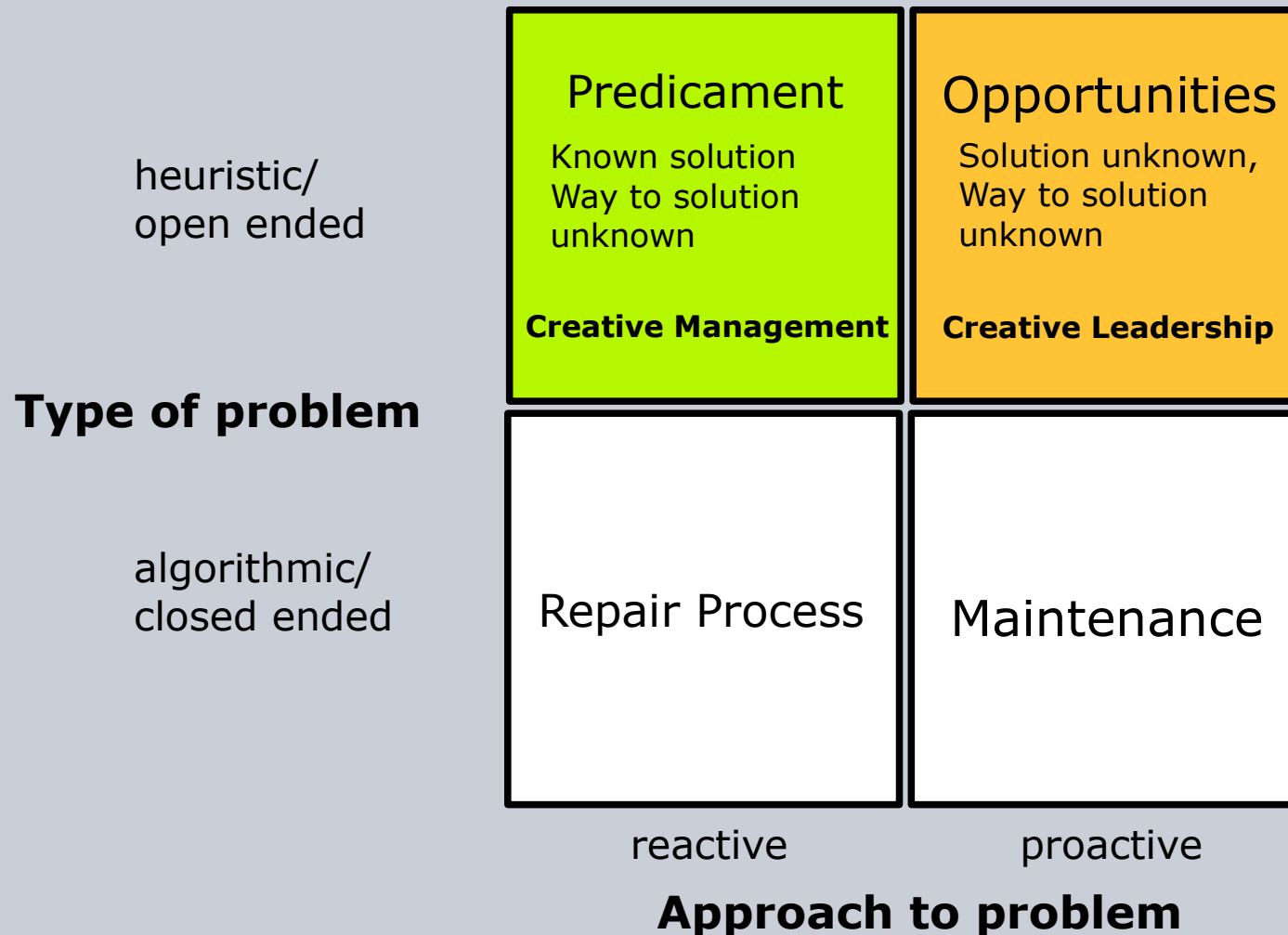
Thinking tools and creativity techniques can be easily used (both by individuals and groups): Thinking tools and creativity techniques consciously steer thought processes and help the user to find a structured approach to questions, to see problems in their entirety, generate new ideas and to make faster and better decisions.



Mind Mapping

Mind Mapping visualizes, structures and organizes complex information so that it is easily accessible to the human mind. It helps all those who have any kind of intellectual work to do. Mind Mapping reduces complexity and creates an optimal information structure so that individuals and teams have quick and effective access to all the information they are working on.

New Solutions for open-ended Problems



creaffective themes are relevant whenever there are challenges to which solutions and/ or the way to a solution are unknown.

More Information about Creativity & Innovation

Home Firmenprofil Methoden Leistungen Referenzen Blog

Kreativworkshops, Kreativitätstrainings, Mind Mapping
 creffective - weltweit in drei Sprachen

"Jeder kann Probleme lösen, genauso wie jeder Musik in seiner Seele hat. Menschen die Musikernicht nehmen und üben, neigen jedoch dazu, besser zu spielen." (Miller, Vehar, Firestein)

Offene Problemlöseworkshops, Kreativtrainings und Vorträge
 05.03.2010: Seminar Mind Mapping
 IHK München, Orleansstraße 10 - 12
 Anmeldung

Systematische Ideenentwicklung & innovative Problemlösung
 creffective unterstützt und trainiert Gruppen und Führungskräfte darin, komplexe Probleme auf kreative Weise zu lösen und begleitet Unternehmen in Organisationsentwicklungsprozessen bei der Schaffung einer Kultur, die Innovation ermöglicht.

Was: (1) Indem in **Kompetenztrainings** und Vorträgen Prinzipien und Fertigkeiten sowie **Techniken und Prozesse** des kreativen Denkens und der kreativen Problemlösung vermittelt werden.
Wie: (2) Als Facilitator führt creffective Gruppen in moderierten **Strategie- und Innovationsworkshops** durch einen kreativen Problemlöseprozess, der es der Gruppe ermöglicht, eigenständig konkrete und Mehrwert stiftende Ergebnisse zu erarbeiten.

The creffective website gives a detailed overview over all topics and services with further background information. For former participants there is a password protected area with additional information and templates.

Fallbeispiel: Breaking the Ice - das richtige Problem lösen und Innovation ermöglichen
 creffective Blog

Fallbeispiel: Breaking the Ice - das richtige Problem lösen und Innovation ermöglichen
 Ich wiederhole es auf diesem Blog immer wieder: Um die Chance auf Innovation zu erhöhen, ist es nicht nur wichtig, dass neue und umsetzbare Lösungen generiert werden. Es ist von zentraler Bedeutung, dass Lösungen auf das richtig definierte Problem erarbeitet werden. Bisher konnte ich keine konkreten Beispiele von Kunden zeigen, da ich bei allen Kunden der Geheimhaltungspflicht unterliege. Nun habe ich einen Coaching-Kunden, dessen Fall ich zeigen kann.

Breaking the Ice - gewaltfreie Konflikttransformation
 Vergangene Woche war ich zwei Tage als Trainer und Coach auf der ersten internationalen Sommerakademie für Visionautik in Berlin. Neben einem kurzen Training in Kreativitätstechniken, stand ich den Visionären als Coach zur Verfügung. Ich hatte das Vergnügen Torsten Sewing zu unterstützen, der bei der Nichtregierungsorganisation (NRO) Breaking the Ice mitarbeitet. Die NRO will zeigen, dass von gewalttätigen Konflikten traumatisierte Menschen in der Begegnung mit vermeintlichen "Feinden" Respekt und Verständnis voneinander entwickeln können. Dazu hat Breaking the Ice eine Reihe von Aktionen mit Konfliktarten durchgeführt, die auch filmisch festgehalten wurden.

In der Akademie für Visionautik ging es Torsten Sewing darum, zu überlegen, wie Investoren und Unternehmen gewonnen werden können, um das Bestehen von Breaking the Ice nachhaltig zu sichern. Das allgemeine Problem war es also, einen Businessplan zu schreiben.

Zu den Kernproblemen vordringen - Challenge Mapping
 Ausgehend von der Frage "Wie könnte ich einen Businessplan für eine NGO entwickeln?" habe ich Herrn Sewing mit Hilfe der Technik Challenge Mapping oder Netz der Abstraktion dabei unterstützt, die Ausgangsfrage und damit zusammenhängende Probleme zu analysieren. Beim Challenge Mapping geht es darum, das Problem sowohl abstrakter als auch handlungsorientierter zu formulieren und durch gezielte Fragen andere Sichtweisen und Definitionsmöglichkeiten auf das Problem zu bekommen.

Nach einer guten Stunde haben wir ein Netz der Abstraktion erarbeitet (siehe Bild 1), das den Problemrahmen aufzeigt (dieses Bild ist nicht vergrößert).

Über mich
 Dieses Blog wird geschrieben von Florian Rustler. Ich unterstütze Gruppen und Führungskräfte darin, komplexe Probleme auf kreative Weise zu lösen und begleite Unternehmen in Organisationsentwicklungsprozessen bei der Schaffung einer Kultur, die Innovation ermöglicht. Dazu biete ich Kompetenztrainings der kreativen Problemlösung und modernere Workshops wie z.B. Strategie- und Innovationsworkshops und Innovationsworkshops.
 Heben dem creffective Blog schreibe ich außerdem für die Zeitungsleser.

Suche

Gefagte Artikel
 visualisierung
 kreativitätsproblemlöse
 effektivität
 regeln
 agieren
 denken
 mindmapping

Die letzten Kommentare
 Florian Rustler zu Der Unterschied zwischen Innovation und Kreativität
 Di, 25.09.2009 19:50

The creffective Weblog has been awarded as one of the TOP10 German educational Weblogs. Twice a week articles are posted about topics related to creativity and innovation.

Worldwide in English, German and Chinese

creaffective works for companies worldwide from different industries. A selection

- Bosch worldwide
- Campana & Schott
- Koch Media
- MAN
- MTU
- Siemens worldwide
- Dairy Farm, Hong Kong
- European Chamber of Commerce, Taiwan
- Volkswagen Group China

What customers say:

In an intensive three day workshop, with the help of Florian Rustler and his creativity toolkit we were able to develop several truly new ideas for a challenging product request.

Particularly helpful was the strong focus on problem definition in the first half of the workshop. This helped us to align the participants from different functions, and provided a solid basis for efficient idea generation and evaluation.

All in all, our expectations were fully met, and we consider working with creaffective again.

Dr. Falk Herrmann, VP Engineering Asia-Pacific, Bosch Power Tools (China)

The new approach to known problems and especially the development of creative solutions have convinced me.

Florian Rustler gives a fresh impetus in every phase of the workshop to create new solutions.

The implementation of the solutions developed in the workshop already shows positive effects.

Udo Mager, CEO, City of Dortmund Economic Development Agency

A great interactive training from which participants take away a multi functional tool that can be applied right away. Fantastic!

Dr. Rolf Meyer zu Köcker, MAN Nutzfahrzeuge AG



Florian Rustler regularly publishes articles in German and English about the creffective topics in books, online-magazines and newsletters.

Florian Rustler

Education:

Master of Arts in Political Science, Chinese and Organizational Psychology in Munich, Germany

Master of Science in Creativity and Change Leadership and training as a facilitator at the International Center for Studies in Creativity in Buffalo, USA

Studies in Chinese in Taipei, Taiwan

Certified as Mind Mapping Trainer

Certified as Mindjet MindManager Trainer

TRIZ trainings at the Institute for Project Management and Innovation at the University of Bremen, Germany

Design-Thinking training, Germany

Simplex training with Basadur Applied Creativity in Burlington, Canada

Work experience:

German Trade Office, Taipei, Taiwan

European Chamber of Commerce Taipei, Taiwan

Anselm Bilgri – Center for Company Culture, Munich, Germany

e-fellows.net, Munich, Germany

