

TUTORIALS

Creativity & Innovation: Why creativity is needed in a science career?

Goal: The goal of this workshop is to set the scene to value creativity and innovation in a scientific environment.

Contents:

- Creative Thinking:
 - Creativity vs. Innovation
 - Uses in the scientific environment
- Requirements and strategies to foster creativity and innovation
 - Barriers and blockages
- Practices and resources to develop creativity and innovation
- Collecting challenges to solve them with the help of creativity techniques

Creativity & Innovation: Working on real challenges with Design Thinking techniques

Goal: The goal of this workshop is to provide scientists with practical tools and resources that can be applied in their working environment to bring innovation to life.

Contents:

- Presenting challenges to be solved in teams
- The process of creative problem solving
- Introducing and practicing with applied creativity techniques:
 - Design Thinking (IDEO)
 - Design Sprint (GOOGLE)
- Participants present their creative solutions
- Individual Action Plan to transfer learning to the workplace

Alicia Marín Muniesa is a consultant, coach and trainer with 18 years of experience in multinational companies. She provides talent development and coaching for managers at international organizations, with a focus on Leadership Skills, Communication, Creativity Techniques, Cross Cultural Effectiveness, Self Management and Team Development. She has extensive experience in training members of the scientific and medical community in communication-related subjects, and has developed and run several workshops and leadership programs for women in science and education. She is also an Associate Professor lecturing on Cultural Intelligence at IE-Business School, Madrid, and Executive skills at The Ostelea School of Tourism and Hospitality, Barcelona.

Isabel Nogueroles is a professional specialized in Leadership and Organisational Change with wide experience in both international and national companies. She has worked extensively as a Change Management Consultant and as a Leadership Coach. She contributes to leadership performance by coaching Executives and Managers, Senior Management Committees, Work Groups, Start-ups, Organisations and young University Students. Accustomed to working with all hierarchical levels, she contributes to the clarification of vision, beliefs and values and develops capacities to increase leadership, relationship competence and influence to enable leaders to become the catalysts for change within their organizations. She is a professional who stands out for being strategic, creative, empathetic, positive, flexible and committed.

Judit Murlans is a HR consultant, trainer and coach. She has a Degree in Clinical and Organizational Psychology and several certifications as coach and trainer MBSR – Mindfulness. Her professional career includes 30 years of experience working in Human Resources, Advertising & Marketing. The last 15 years as a freelance. She assumed positions of Human Resources Management in several companies in Spain and Cuba. She founded and managed for over 10 years Velvet Mediendesign, an Advertising and Design Company located in Munich. She founded and led Little Che, an audio-visual production company, located in Barcelona. Her experience as a trainer is focused on Leadership Skills, Creativity and Innovation, Gamification, Communication and Stress reduction, working for national and international companies, public administration and universities.