



**EMBARK ON
AN INTERACTIVE LEARNING AND
GROWTH JOURNEY WITH US!**



**APPLYING
CREATIVITY
TO BUSINESS**



WHAT IS ACB ALL ABOUT?

Through ACB (Applying Creativity to Business), first and foremost you will learn to embrace the opportunities that uncertainty brings.

You will learn how to get comfortable with feeling uncomfortable and how to tap into your intuition.

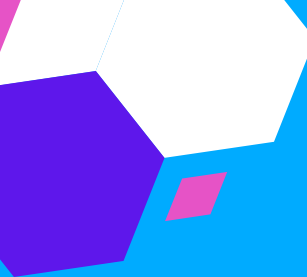
If you master this seeming contradiction, this time of volatile change becomes your canvas and you shift from reactive mode into actively creating.

This is about being OK with ambiguities, putting humans at the heart of what we do, and inspiring and encouraging people to realise their full potential.

Through the work, participants can expect to gain improved self-confidence and resilience, and take away practical tools and ideas to help them be more curious and creative, enabling them to create better work for themselves and their teams.

Don't read any further if...

- You think creativity is "nice to have" but not as important as "real business matters"
- You are only concerned about ROI
- You think everything has to be rational, practical and organised
- You think everything you do has to have a logical reason



Module 1: Volatility

This is about
the whole me,
and this "me"
is changing

Live Session:
half day

- Getting to know each other
- Setting intentions and business question
- Begin to paint

assignments between modules

Form
buddy
circle

Work on
your
painting

Share
progress/
questions

Daily
routine

THE ACB JOURNEY



Module 2: Ambiguity

Get
comfortable
with
ambiguity

Live Session:
half day

- The power of empathy
- A playful take on ambiguity
- Supporting each other along the way

THE ACB JOURNEY

assignments between modules

Play
assignment

Add next
layer to
painting

Troika
with
buddies

**Individual
Facilitator
1:1**

Module 3: Complexity

Curiosity wins
in dealing
with
complexity

Live Session:
half day

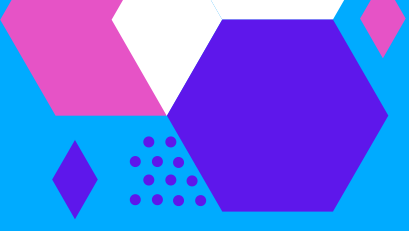
- Adopting an improv mindset
- The creative organisation incl. examples
- Reflect on progress and struggles thus far

assignments between modules

An
unusual
tower

Add next
layer to
painting

Buddy
circle
huddle



Module 4: Confidence

Build confidence while maintaining a "beginner's mind"

Live Session:
half day

- Sharing and appreciating the artworks
- The art and science of storytelling
- Tying it back to business: what is still missing?

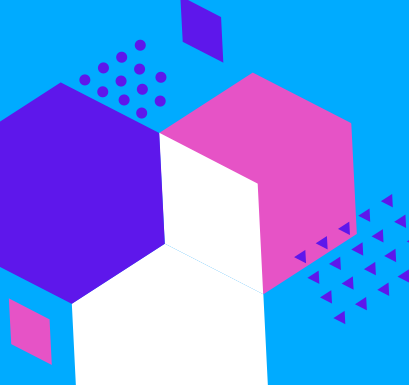
assignments between modules

Playful
exercise

Co-creation
with
buddies

**Individual
Facilitator
1:1**

THE ACB JOURNEY



Module 5: Unvertainty

Self-authoring in uncertainty

Live Session:
half day

- Your own inner goldmine
- Creative leadership: qualities and lessons learned
- Leveraging your superpowers
- The future me

PRICING

Regular
price

950 EUR

plus German tax (16%) and
materials (approx. 100 EUR)

*For students
and people
with very low
income*

Reduced
price

300 EUR

plus German tax (16%) and materials
(approx. 100 EUR)

*For "better off"
people: With this you
support two low
income participants
to take part and do
something for your
karma :)*


Karma
price

1550 EUR

plus German tax (16%) and
materials (approx. 100 EUR)



WHO AND WHEN?

- Small size of group for enhanced impact of learning: Maximum 12 people
 - We start scheduling the sessions as soon as there are enough people interested. Minimum group size is 6
 - One module = approx. two weeks, so full duration of journey is 10-12 weeks
 - Timing of live sessions may be adjusted to a certain degree to people's availability and time zones (am or pm)
- 

FACILITATOR PROFILES



Manuel Grassler as a playpreneur played in different fields. From Strategic Procurement to Strategic Marketing, from Startup Consultant and Co-founder to HR challenger in small, medium, family owned and corporate businesses. He uses this experience with more than 10 years of playful facilitation practice to challenge what is and inspire what can be as a catalyst for a playful future of work.



Stephanie Barnes has more than 25 years of experience and took her early career quite seriously, focusing on accounting and then information technology, and knowledge management but then she discovered painting and fell in love. Since that time she has brought art and creativity into her consulting practice, spreading the fun and the insights that came with it to those she works with.



Sonja Sinz has a degree in marketing and communications and recently obtained an additional qualification as "new work professional". She has more than 13 years of experience as facilitator and leader, both inside and out of large organisations.

MORE INFO AND ENROLMENT:

<https://www.realisation-of-potential.com/acb/>



APPLYING
CREATIVITY
TO BUSINESS