

Creativity & Innovation – The Key to Success

"The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift."

ALBERT EINSTEIN

- The main purpose of this event is to help you to promptly and adequately perceive, prepare and respond to crises with maximal efficiency using creative tools.
- This workshop is designed for executives, experienced managers and business professionals who are seeking practical tools and techniques to let loose and develop creative thinking in their busy, multi-task lives.

During this interactive workshop we will cover:

- The latest changes and opportunities of today's challenging market,
- New tools for nourishing a creative thinking and new ways to achieve greater results including exercises in metaphor, meaning, music, play, imagination and storytelling.

At the end you will be able to:

- Have a better understanding of today's market and identify opportunities for human development.
- Develop a daily practice of creativity exercises.
- Get over creative blocks and the fear of failure.



Dana Sebkova

Country HR Manager CZ & SK Coca-Cola HBC

Dana Sebkova joined Coca Cola in 1999 as a Management Trainee and since then she has held different managerial functions in key departments such as Production and Finance. Due to her outstanding results, in 2005 she was appointed HR Manager CZ/SK with expanded responsibility for Learning & Development department. Mrs. Sebkova has a great overview of the business as she has been responsible for projects that brought increased profitability for the business. Since 2008, she holds the position of Country HR Manager for CZ/SK.



Belle McDonnell

Organizational psychologist

Dr. Belle McDonnell has a 25 year career combining business expertise with teaching & counseling in psychology, education, and organizational development. Currently Dr. McDonnell is teaching management & leadership courses to MA students in Prague. Previously she held various executive positions, and has substantial experience in designing multicultural trainings through innovative teaching strategies using expressive creative arts.

Date, Time & Location

24th of November from 17.30

Hotel Riverside
Janáčkovo nábřeží 15
150 00 Prague 5

Program

17.30 - 17.45 / Registration

17.45 - 18.30

Dana Sebkova

"Challenges & Opportunities for HR & Management"

18.30 - 18.40 / Break

18.40 - 20.00

Belle McDonnell PhD

"Creativity & Innovation in leadership"

20.00 / Q&A from public

20.30 / Reception

Registration details

Registration fee is 500 CZK (including refreshments)
Register by mail at pop@wnp.com
or tel: +420222550075
Deadline for registration is 19th of November 2009

Please note that seats are limited.