Creativity Bootcamp (Europe and United States)

Basic Program Information

Who should attend
This program is targeted at developers, entrepreneurs as well as creative talents including:
• Product developer
• Business developer
• Executives with strategic and operational responsibility
• Executives who would benefit from learning about agile business development

What you learn
• Design thinking
• Agile product and service development
• Business Model Canvas
• Rapid prototyping
• Pitching

How you learn
Classroom sessions include:
• Structured product development process: “start-up weekend” style
• Group work in cross-divisional “start-up” teams and pitch of proposals in front of a jury

Benefits
Participants will:
• Develop new and creative business models in a structured ideation process
• Gain insights into design thinking, Business Model Canvas and other agile methodologies
• Meet other creative, entrepreneurial-minded people from all Bertelsmann divisions

Key Details

Your contacts
Laura Echterhoff
Program Manager
Joachim Klocke
Program Director

Facilitators / Partners
G+J Greenhouse / Penguin
Random House / RTL
Divimove

Program language
English

Date and location
Current program dates
Berlin, Germany
New York, United States

Duration
2.5 days

Participants
Min. 45 participants
Max. 60 participants

Booking information
Nomination by divisional Heads of HR only

Investment
Participants pay hotel and travel expenses

Current dates of all nomination programs on Jam
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Your Learning Experience | Typical Flow and Topics (Examples)

**Day 1**

2:00 pm
- Welcome and program introduction
- Participants’ pitches
- Selection of 10 best ideas and networking
- Introduction of teams and process
- Group work

**Day 2**

9:00 am
- Pitch doctor introduction and group work
- Design and pitch doctor slot 1
- Group work

**Day 3**

9:00 am
- Group work
- Design slot
- Introduction of jury pitches 1-10
- Announcement of winning projects

4:00 pm
- End of meeting
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Your Program Experience at a Glance

甾 独家见解：创意学习环境

Creativity Bootcamp – a competition for creative business ideas

Video Clip

Testimonials

"The Creativity Bootcamp has been great because it has taught me to think about how to solve problems and how to think through issues all the way through: from beginning to end in a very structured type of way. This is my big takeaway from the Creativity Bootcamp."

Russ Jenkins, Bertelsmann Education Group, USA

"For me, Creativity Bootcamp was an opportunity to think out of the box and break the routine. I believe that companies that focus on the user, find innovative solutions, and sometimes even act disruptive to their own business, are better positioned for the future."

Andrea Fischer, Gruner+Jahr, Germany
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Related Bertelsmann University blog post

Promoting Innovation and Creativity at Bertelsmann

Blog post

Field Report from the Creativity Bootcamp in New York: ‘Event of Enormous Value’

Blog post