



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](#) 1/4



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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



Exclusive insights into a creative learning environment

**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





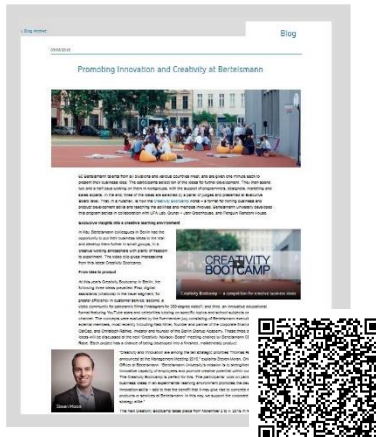
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Field Report from the Creativity Bootcamp in New York: 'Event of Enormous Value'

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