



# CREATIVITY WORKSHOP

# OBJECTIVES

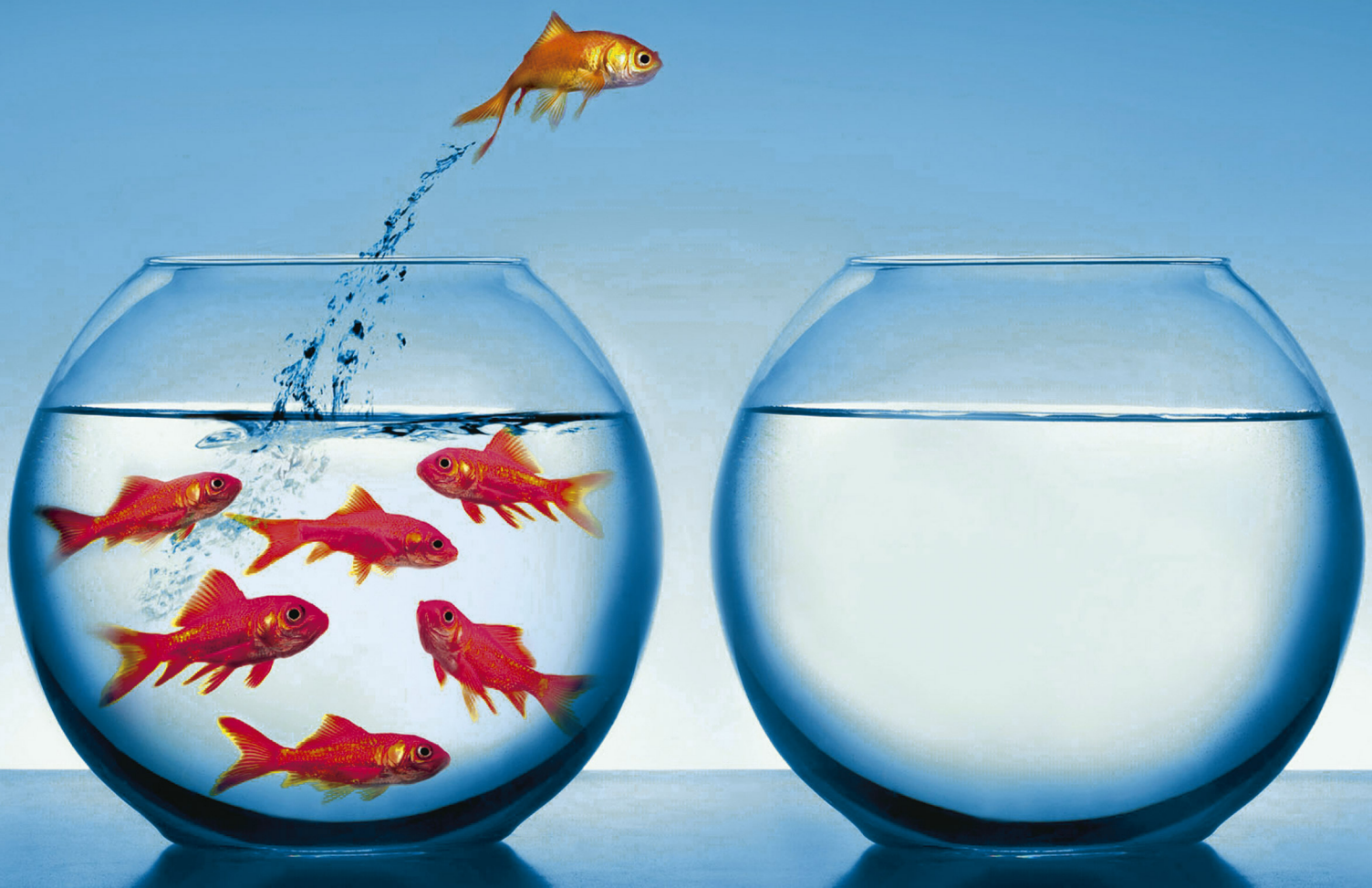
- Developing perception, intuition, and expression
- Sensitizing participants to utilizing both hemispheres of the brain
- Breaking stereotyped thought patterns
- Igniting motivation and enthusiasm
- Understanding creative processes
- Generating and implementing new ideas to innovate
- Reconnecting with one's creative source to enlarge our perspectives
- Mastering the use of mind maps as a creative tool
- Learning and mastering creativity techniques to be applied in problem solving





By utilizing the universal language of play, the CREALOGYS Creativity Training creates dynamic learning environments where organic and experiential teaching methods are employed. These methods not only analyze and reflect on creative processes but also explore their application in diverse contexts, including work, education, art, personal development, and community engagement.

This Creativity training program is designed for instructors, teachers, coaches, and individuals seeking to enhance their creative abilities.










# CONTENT



- Creativity techniques
- Pillars of creativity
- Playful activities and games to build novel associations through mental, verbal, graphic and body fluidity
- Analogies And Metaphors
- Lateral thinking, puzzles, jigsaws and mind maps
- Creativity killers
- How to apply Creativity to solve problems, to Innovate and to reinvent ourselves



A group of people are lying on their backs on a black and white checkered floor. They are holding various colored balloons (orange, white, purple, blue, green) and some are kicking them. The scene is captured from a high angle, showing the checkered pattern of the floor and the casual attire of the participants. In the background, there are some red storage boxes and a blue wall.

AND  
HOW?







## METHODOLOGY

Based on learning by doing through the Experiential Learning Cycle. Participants learn by the action of engaging in playful games, exercises and creative activities, sharing thoughts with the group and reflecting on how they can concretely apply what they have learned to their own projects. Each activity closes with a section for participants to use their experiences and knowledge to learn and recreate themselves.







## ANTONIO JESUS BENITEZ MATEOS

Antonio Benitez is a dedicated global trainer and seasoned circus artist with three decades of performance and training experience across continents. He has served as a trainer of trainers in the Cirque du Soleil “Circo del Mundo” project, one of the biggest global initiatives that leverages the power of circus arts to create transformative and empowering experiences for marginalized communities around the world. Antonio’s signature CREALOGYS method, which offers creativity and learning pedagogy training, has empowered communities, social circus projects and circus schools around the world.



## LOGISTIC

DURATION: 25 HOURS

MAXIMUM CAPACITY: 20 PEOPLE

SPECIFIC REQUIREMENT: TO BE SPECIFIED



## CONTACT

### Social Circus and Creativity Trainings

Antonio Benítez  
Creative Director, Crealogys  
Cell / Whatsapp +47 930 87 277  
Antolio@crealogys.com  
[www.crealogys.com](http://www.crealogys.com)

