

NEUROVERSE GLOBAL

Ideation & Brainstorming Techniques

Excellence Program

A 5-Day Intensive Executive Training Program

Training Course Code: NV-TR-04-005

Prepared for: [Client Organization]

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Executive Summary

In a rapidly evolving business environment, the ability to generate high-quality ideas is a critical driver of innovation and competitive advantage. The NeuroVerse Global Ideation & Brainstorming Techniques Excellence Program equips leaders and professionals with structured creativity frameworks, advanced facilitation tools, and AI-enhanced ideation methods to unlock breakthrough thinking. Through immersive workshops and real-time simulations, participants learn to transform raw ideas into viable, high-impact strategic opportunities.

Program Element	Details
Duration	5 Days (40 Hours)
Target Audience	C-Suite Executives, Senior Leaders, Strategy Professionals
Delivery Options	5★ Hotel Traveling (Global Centers) Training Institute Onsite at Your Location Virtual Live Hybrid
Certification	yes
Class Size	Optimum number of participants for highest interaction and engagement

We provide flexible and premium delivery formats tailored to your strategic priorities:

- **5★ Hotel Experience:** Executive retreat setting combining strategic learning, executive networking, and high-level team in luxury venues (e.g., Amman, Dead Sea, Aqaba).
- **Traveling (Global Centers):** Delivered at world-class international locations such as London, Istanbul, Dubai, Singapore, Georgia, or select European hubs, offering premium facilities and global networking opportunities.
- **Training Institute:** Hosted at leading accredited institutes equipped with advanced learning technologies and innovation-driven environments.
- **Onsite at Your Location:** Conducted at your corporate headquarters for a fully customized, confidential, and organization-focused experience.
- **Virtual Live:** High-definition, interactive online sessions with digital collaboration tools ideal for distributed leadership teams.
- **Hybrid Model:** A strategic blend of in-person engagement and synchronized virtual participation to maximize flexibility and international reach.

Curriculum Structure

The **Ideation & Brainstorming Techniques Excellence Program** is structured as a dynamic 5-day intensive journey designed to systematically enhance creative thinking, structured ideation, and innovation decision-making. Each day builds progressively from mindset development to advanced idea generation, evaluation, and implementation planning within organizational contexts.

Day 1: Foundations of Creative Thinking

Theme: Unlocking Cognitive Creativity

Module	Key Activities
The Science of Creativity	Neuroscience of ideation; Cognitive flexibility models
Barriers to Innovation	Mental biases; Groupthink dynamics; Creativity blockers
Creative Confidence Building	Psychological safety exercises; Divergent thinking drills
Introduction to Structured Ideation	Overview of global ideation frameworks and models

Day 2: Divergent Thinking & Idea Generation Tools

Theme: Expanding the Idea Universe

Module	Key Activities
Brainstorming Mastery	Classical vs. modern brainstorming rules; Facilitation techniques
Brainwriting & Silent Ideation	6-3-5 method; Round-robin ideation workshop
SCAMPER & Lateral Thinking	Practical application exercises; Case simulations
AI-Assisted Ideation	Generative AI tools for idea expansion; Prompt engineering basics

Day 3: Convergent Thinking & Idea Selection

Theme: From Quantity to Quality

Module	Key Activities
Idea Evaluation Frameworks	Impact-effort matrix; Feasibility-viability-desirability model
Innovation Scoring Models	Multi-criteria decision analysis; Risk-reward mapping
Rapid Concept Development	Value proposition canvas; Opportunity framing
Idea Pitch Simulation	Executive-style idea pitching; Structured feedback loops

Day 4: Collaborative Innovation & Facilitation

Theme: Leading High-Impact Brainstorming Sessions

Module	Key Activities
Advanced Facilitation Techniques	Managing group dynamics; Energy mapping
Cross-Functional Ideation	Diversity-driven creativity lab; Conflict-to-creativity exercises
Digital Collaboration Platforms	Virtual whiteboards; Hybrid ideation systems
Innovation Sprint Simulation	Time-bound team challenge; Real-time iteration cycles

Day 5: Turning Ideas into Action

Theme: From Ideation to Implementation

Module	Key Activities
Prototyping & Concept Testing	Low-fidelity prototyping; Assumption testing
Innovation Roadmapping	Milestone planning; Resource alignment
Measuring Innovation Impact	Innovation KPIs; Learning metrics
Capstone & Certification	Team ideation challenge; Final presentation to executive panel; Certification ceremony

Delivery Options

NeuroVerse Global offers unparalleled flexibility in program delivery, ensuring that world-class strategic education is accessible regardless of location or logistical constraints. Choose the format that best suits your organizational needs:

Format	Description	Best For
Executive Retreat ***** 5* Hotel	Multi-day experience at luxury venues in hotels 5* combining learning with strategic planning and team activities. Amman, Dead Sea, Aqaba	Board offsites, strategic planning, executive bonding
Premier Training Institute	Delivered at internationally accredited, state-of-the-art institutes equipped with advanced learning technologies, executive facilities, and innovation labs.	Executive education, certified programs, high-impact professional development
Global Centers With Traveling	Conducted at NeuroVerse world-class facilities in London, Istanbul, Egypt, Dubai, Singapore, Georgia, or Europe. Premium amenities and networking.	International exposure, cross-cultural learning, executive networking
Onsite Premium	NeuroVerse facilitator at your corporate headquarters or preferred location. Full materials, and immersive experience.	Leadership teams, confidential strategy sessions, team building
Virtual Live	Synchronous online sessions with interactive tools, breakout rooms, and digital collaboration platforms. HD streaming.	Distributed teams, cost optimization, time-constrained executives
Hybrid Model	Blend of in-person and virtual elements. Regional hubs with synchronized virtual participation for global teams.	Global organizations, flexible participation, maximum reach



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Make you Training in more than 35 Countries Around the World

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