**Appendix 0.2 – ACTIVITY 1 (1.5 hours)**

Thinking creativity concept Introduce the concept of creative thinking based on your own previous experiences.

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Familiarize yourself with the concept of a creative process (01)

Creative process phases:

- preparation

- incubation,

- illumination,

- verification.

On the basis of any but specific local market, listeners describe the operating models of a selected company / companies in terms of the profile and breadth of the product offer, price level, opening hours, size of the premises, manner of service, etc. You can focus e.g. on confectioneries, cafes, restaurants operating in your town, district. Try to creatively and creatively develop the concept of their value for customers, build a new unique selling proposition. What companies do you think are missing from the analyzed local market?

Conduct a discussion whether, in the scope of the analyzed example / examples of companies' activity on the local market, it is possible to identify and create new solutions, which, however, will be realistic and achievable. Justify and make notes of the group discussions.