



# Le Creativ' Center

Wider horizons for your ideas!

## Your goal is to?!

- Invent the products and services of tomorrow
- Differentiate your communication
- Widen your organisation's vision
- Innovate for better talent management
- And that's not all...

## Discover!

- Our creative research meetings
- Our innovation training courses
- Our coaching and team-building
- Our creative career assessment.

## Innovation Coaching & Training

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# Why choose us?

Our special partners  
comment on their shared adventure with Le Creativ' Center:

## Communication seminars

EDF

"We've been developing our partnership with Le Creativ' Center for 7 years now, for the adaptation, leadership and development of Communication Seminars. I particularly appreciate the way Marie-Claire Le Reun was able to optimise our existing products, combining an original, unique approach with a fine perception of the needs of the public concerned. She was thus able to create optimum conditions for involving training professionals and meet our objectives."

Sylvain Purkat  
Customer-Supplier Relations Project Manager

## Creative potential development training

L'OREAL EUROPE

"This seminar, created by Marie-Claire to meet our special requirements, is definitely the one I am proudest of in our managerial development course - and certainly the most sophisticated! She has achieved a major feat by successfully combining a journey into our inner creative child and a multisensory exploration while providing a practical set of tools and solutions to the creativity issues posed by each of the participants, all in just three days!

Congratulations to you and to us, because the seminar is the result of a joint creative endeavour in which you made me want to participate. And thank you also for the creative resourcing stimulation you have given our development teams over the last ten years: it is the driving force of our innovation-based leadership."

David Arnéra  
Director of Management Development

## Creativity workshops

ETAM

"Marie-Claire Le Reun has succeeded in providing an easy-going, fun opportunity for all of us at Etam, no matter what our job, to discover that we are creative, give us a taste of our potential and teach us how to use concrete tools to turn creativity into an everyday operational aid. The feedback has been very positive at every level and has contributed to developing the organisation's creativity culture."

Valérie Estienne  
Etam Training Division

And also:

AREAS-CMA ASSURANCES – ADPgsi – ASSISTANCE PUBLIQUE / HOPITAUX DE PARIS – CARREFOUR – DE VITO WALDORF – ECOLE CENTRALE PARIS – EDF-GDF – ESPRIT – FRANCO-BRITISH CHAMBER OF COMMERCE AND INDUSTRY – GROUPAMA – KRAFT JACOBS SUCHARD – LA POSTE – RENAULT

# Our Adventure

## Creative Research Meetings

Looking for promising new ideas?  
We brainstorm with you to develop a wealth of original, pertinent ideas on questions that are relevant to your organisation's future.

## Innovation Training

You want to break with routine, go outside your current mindset and find innovative solutions to achieve your operational objectives? Then innovation training is the solution you are looking for!

## Coaching and Team Building

Develop your potential and know-how in terms of innovation, communication, professional efficiency and management with the dynamic support of a professional coach. Reinforce your decisive role in the performance and growth of your organisation.

## Creative Career Assessment

Take a new look at your career: unleash your imagination and visualise your future creatively. Utilise your full potential, stand by your values and those of your organisation. Develop and move ahead then take a step back to determine where you belong and release the energy you need to succeed.

## The Fabulous Journey

A game created by Marie-Claire Le Reun and used exclusively by Le Creativ' Center.

We work in French and English throughout Europe and worldwide.

# Mindset & Ethics

## A trusted partnership

You have an innovation project?  
Then we will study it together and  
develop the best action plan to  
achieve your goal!  
You are now one of our special  
partners!!!

## Close collaboration for concrete results

Your goal is efficiency.  
Whatever position you hold in your  
organisation, we want to help you  
achieve the best possible creative  
solutions.

## Pep, imagination and a zest for living!

The Creative Center creates a playful  
easy-going atmosphere  
that will help you to open new vistas  
and give the best of yourself.

## A wide range of 200 creative thinking tools

Let us explore the different paths  
together to invent and find new -  
and obviously brilliant - ideas.

Brainwriting, collage, magnetic word  
games, bissociation, mindmapping,  
improvisation and visual connections -  
the list is endless.

## Our ethic

Because we fully respect our clients,  
we abide by the ethical codes of  
Training Consultants' Federation  
SICFOR and French Coaching  
Federation SFC.

## Environmental liability

We actively support sustainable  
development particularly in our  
efforts to reduce our ecological  
footprint. We have chosen to  
sponsor training in innovation skills  
in several environmental and  
welfare organisations.

# And what about us?

## Marie-Claire Le Reun and her team of coaching consultants

Spring 96 - Le Creative Center gets off to a flying start!

It was the beginning of an adventure in which Marie-Claire was able to concentrate on her two main passions: the development of human potential and creativity. In doing so, she turned the page on 12 years of international corporate communication.

Off and away!

Her human sciences skills stand her in good stead: the Hermann personality inventory, applied NLP, voice dialogue, visualisation, coaching, management and team-building.

Full speed ahead!

Operational creativity and innovation hold no secrets for Marie Claire who has attended numerous training sessions including the CNAM in Paris and the Creative Problem Solving Institute in the United States, and participated in various joint projects with other senior professionals.

No holds barred!

Marie-Claire's ever-widening horizon is nourished in particular by international meetings.

And she's not alone at the helm!

As new projects develop Marie-Claire regularly works with her trusted team of coaching consultants.

# Let's discuss it!

Share with us your desire to innovate,  
your plans to do something better, new and different!

Start writing your story  
with Le Creativ' Center

- by meeting with us
- phoning us up
- or receiving our Sparkling Rendezvous by e-mail



Put a sparkle in your Monday morning!  
55 seconds to start off your week fresh,  
positive and innovative!  
Eclectic and meaningful initiatives  
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Subscribe freely on  
[www.sparklinrendezvous.com](http://www.sparklinrendezvous.com) !

## Our offices are located

in an oasis of greenery just 20 minutes  
from the center of Paris.  
Le Creativ' Center is the ideal spot  
for developing your training programs  
and receiving coaching.  
We can also welcome you in our office  
in Paris, in the 8<sup>th</sup> arrondissement.

Le Creativ' Center outsources the  
administrative side of its activities to I.T.G.

I.T.G., Institut du Temps Géré  
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