



## SUCCESSFUL GROUP MENTORING FORMATS | TWIN LAB

Creative Labs are mental, virtual, and physical spaces where new business ideas, visions, and solutions are generated, discussed, and launched, using individual and group genius, original methods, as well as divergent and convergent creative thinking.

Artistic and design creativity is mixed with science, nature, market research, and experiences. The maker culture emphasizes production, tangibility and visibility, learning, and communication by doing. Our Creative Labs include design, prototyping, and modeling, with the aim to facilitate understanding and engagement.

Creative processes are often activated using our **BRAINING (BRN-ALDEHYDE MBS®)** methodology, in double Creative Labs (Twin Lab): a divergent mind-blowing intended to generate a huge quantity of ideas; a middle phase that serves for sedimentation and elaboration of the previously generated ideas; a convergent - solution design/decision-making - phase.

Twin Lab is designed as an experiential event and as a Group or Team Mentoring path. Through Twin Labs, clients improve their competencies, brand alignment, motivation, group creativity, management meetings quality, and, eventually, team working.

We have carried out Twin Labs in various environments and companies, in sectors such as automotive, fashion, transportation, business services, robotics, healthcare, facility services, and others.

