

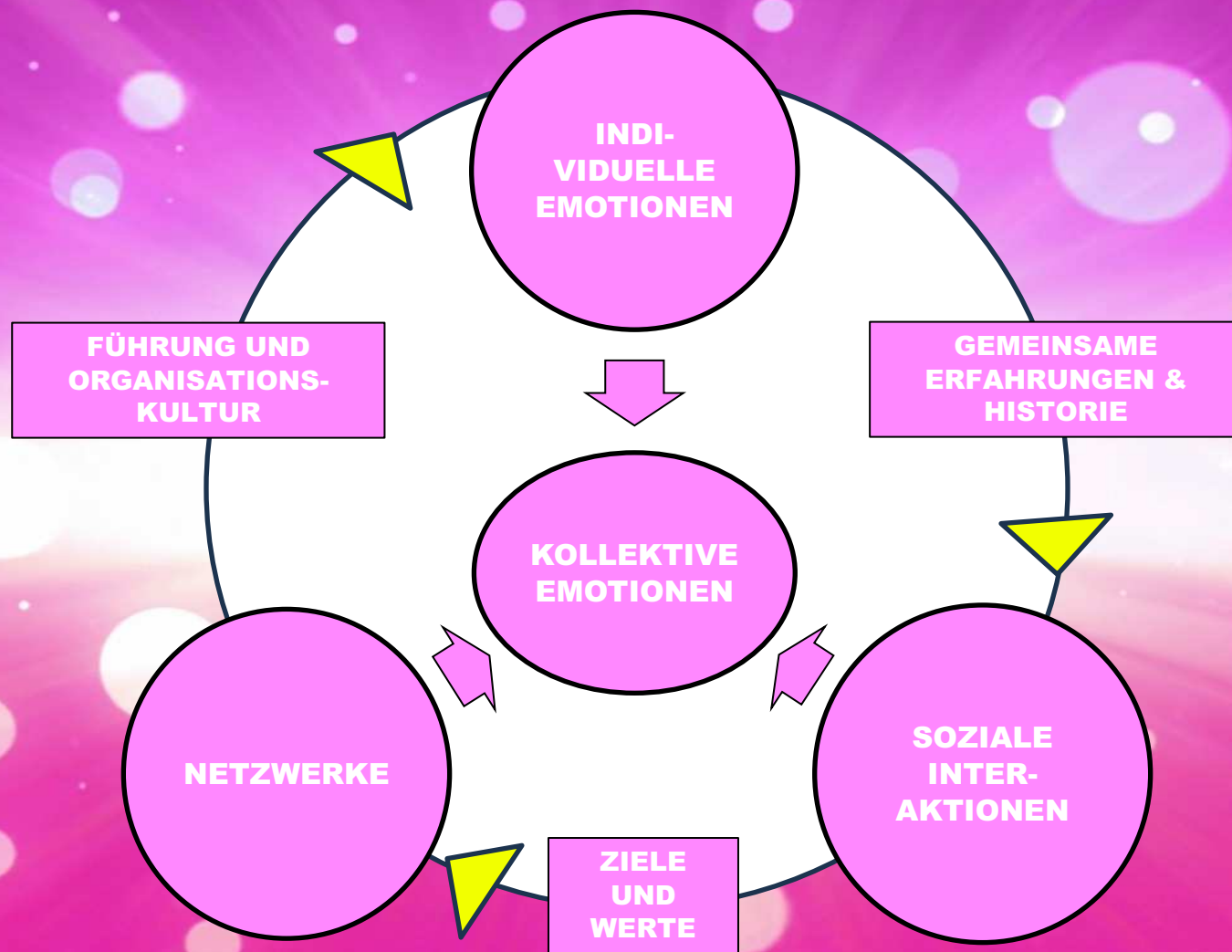


**IMPULS
PILOTEN**



PROJEKTAUFTAKT: MIT MINDSET EVENTS DIE KRAFT DER KOLLEKTIVEN EMOTIONEN NUTZEN

PM FORUM 2024

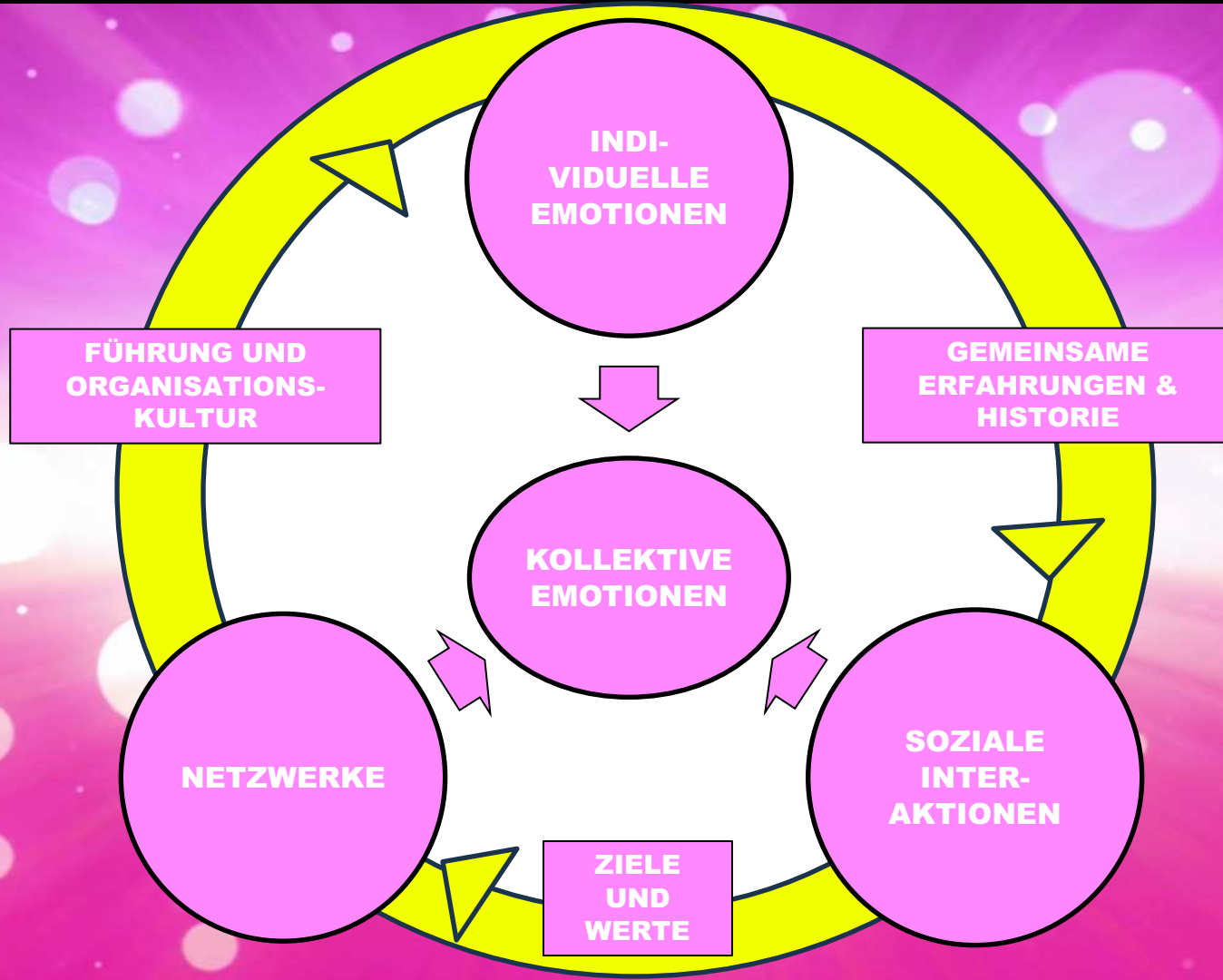


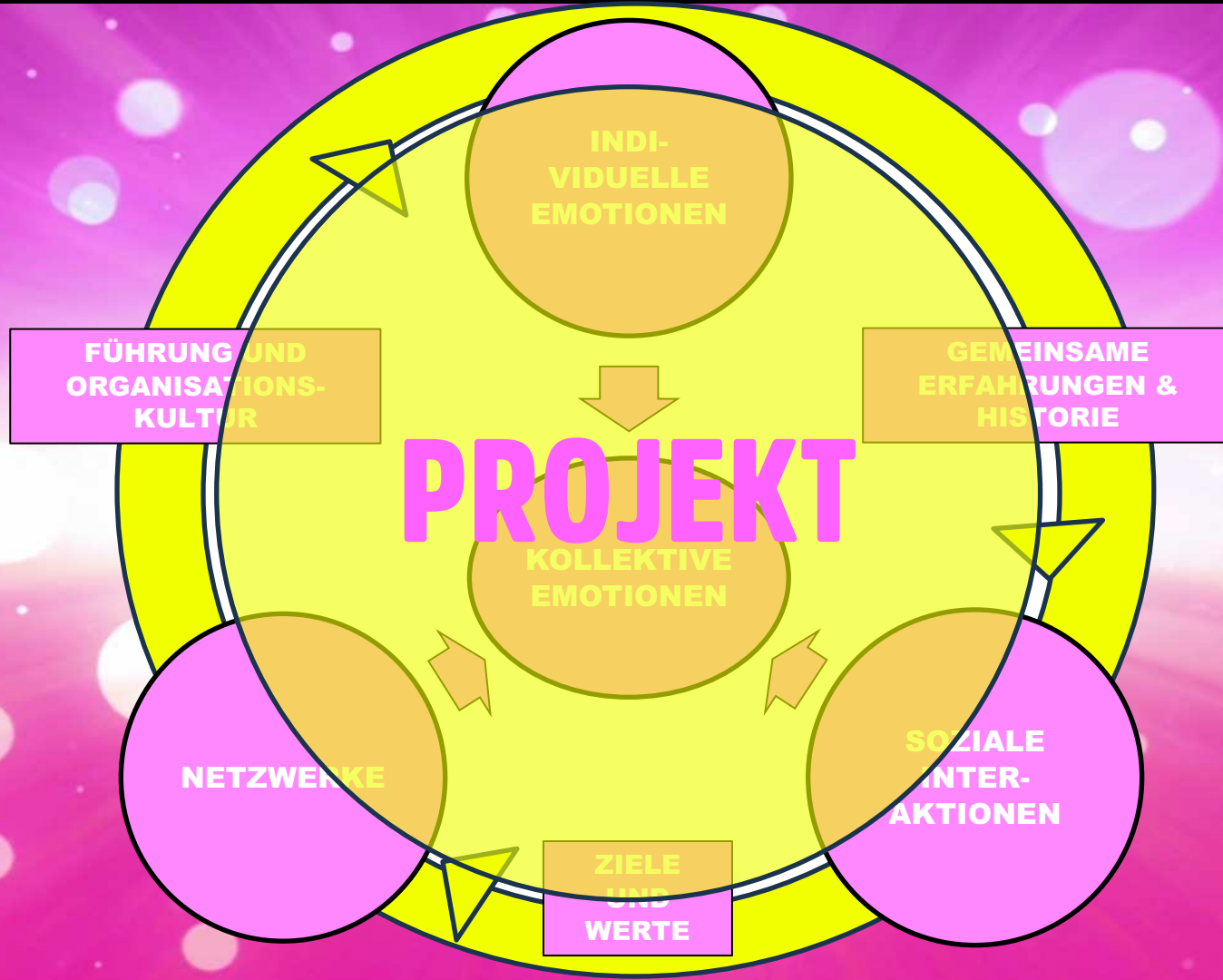
„DAS ERSCHÖPFTE LAND“

- **60% der 30-49-Jährigen**
- **56% der unter 30-Jährigen und ab 50ig-Jährigen**

2023 / Aucturity in Zusammenarbeit mit dem
Meinungsforschungsunternehmen Civey









DIE KRAFT DER KOLLEKTIVEN EMOTIONEN



KOLLEKTIVER MINDSET

A large, vibrant pink ink splatter is centered in the background. It features a large, irregular central blotch with numerous smaller, circular and elongated droplets radiating outwards in all directions, creating a dynamic and energetic visual effect.

EVENT

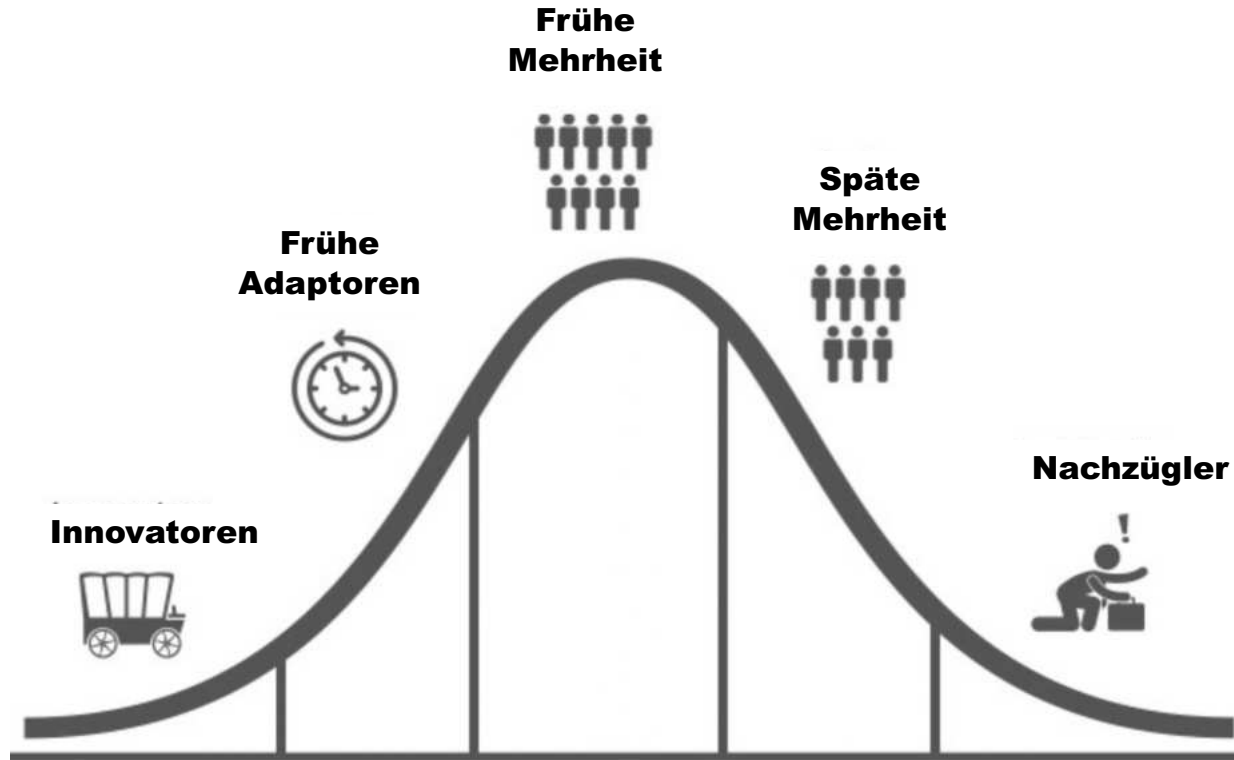
EDUCATION



MINDSET EVENT



Die „Technology Adoption Curve“:

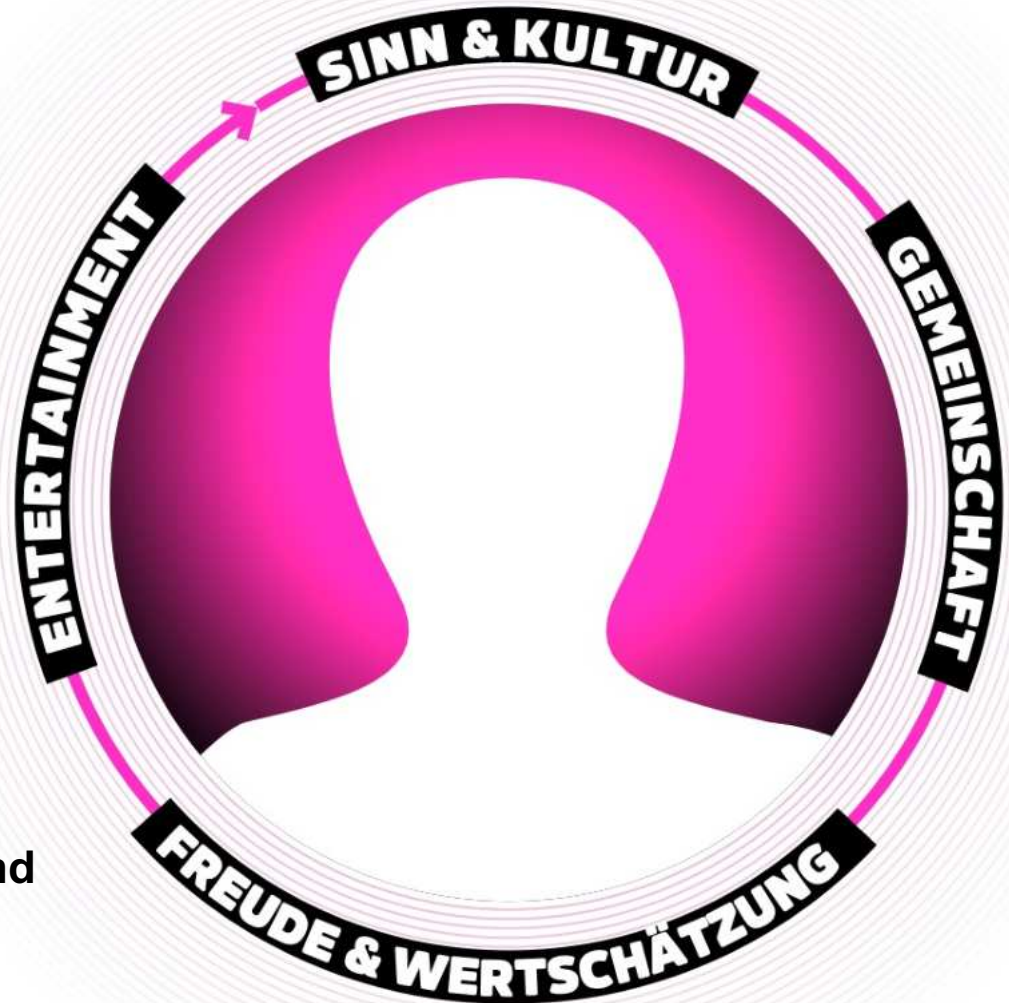


Die Zutaten eines Mindset Events:



Die Zutaten eines Mindset Events:

- Deepdive Mindset
- Große Locations
- Unkonventionelle Moderation
- Openings mit Irritation
- Livemusik
- Priming: Vorträge
- Großgruppen-Formate
- Entspannungsmomente
- Entertainment
- Inhalte über interaktive Workshops
- Abends gemeinsam Feiern und Tanzen
- Abschluss





FORMATE UND METHODEN

**Dänemark
Experiment**

**Know your
colleagues'**

U-Quiz

Soziometrie

**Who we are
Bingo**

**Juggling
Recording**

**Storytelling
Battle**

**Commitment
Wall**

**Postcard
Game**

**Our
claim**

Zirkeltraining

Marktplatz

**Learning Out
Loud**

**Dänemark
Experiment**

**Company
Challenge**

**Theater
Game**

**Forum
Theater**

**Singer-
Songwriter**

**Stadt
Rallye**

**Emo
Meter**

**Flashmob
Dance**

**Hide
Park**

**Picture
Plus**

**Magic
Recording**

**Business-Impro
Show**

Soziometrie



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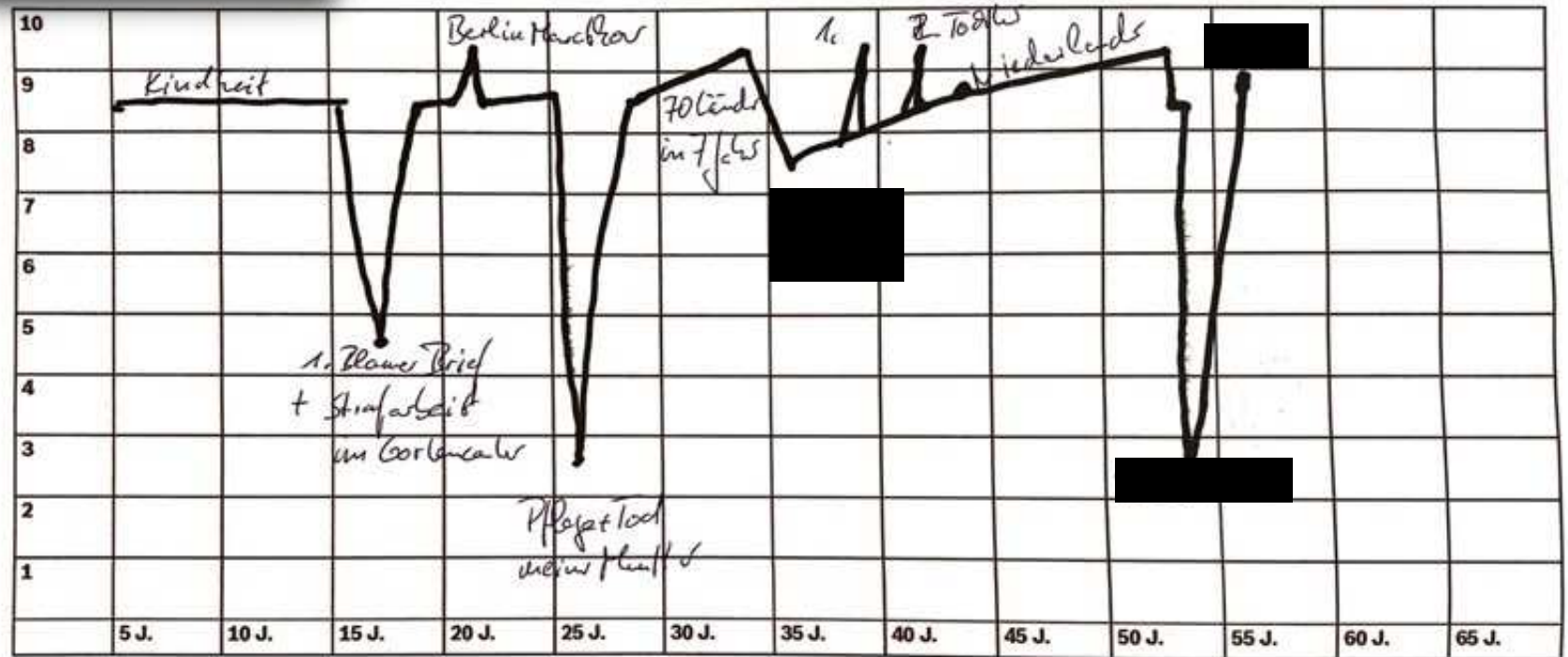
**Magic
Recording**

**Business-Impro
Show**

Emo-Meter

[illegible]

Emo-Meter



Spezielle Formate

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Show**

Storytelling Battle



**Erzähle von einem der
besten Projektstarts, die
du erlebt hast oder von
dem dir jemand anders
erzählt hat!**

Spezielle Formate

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Flashmob- Dance



Gängige Formate: Open Space World Café Barcamp



Entertainment





MINDSET EVENTS

**DIE TRANSFORMATIVE KRAFT GROSSER
GRUPPEN WECKEN UND NUTZEN!**





**Die Expert:innen für unkonventionelle Weiterbildungen,
Events und Business Entertainment**



**IMPULS
PILOTEN**

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