



DREAMSTORM™

Creative Brainstorming for CEOs & Executives

DREAMSTORM™ is not another brainstorming method. It's a wake-up call for organizations stuck in rinse-and-repeat thinking. It's a real-time creativity intervention for leaders who need bold ideas.

In a world that rewards originality, DREAMSTORM™ helps executives, teams, and changemakers unlock the one skill that AI can't replicate: the power to innovate, together.

i-i HUMAN MATTERS

PROFESSIONAL DEVELOPMENT
FOR VISIONARY ORGANIZATIONS

A photograph of two women in a professional setting. One woman with long brown hair, wearing a black blazer, stands and holds a pen. The other woman with curly dark hair, wearing a white button-down shirt, sits at a desk with a laptop. They are both looking at the laptop screen. The background is a textured white wall with some greenery visible on the right.

If your team isn't dreaming, they're just repeating.

Most executives today are exhausted. Their calendars are full, their teams are overwhelmed, and they're being asked to deliver "innovation" on demand. But behind closed doors, it's the same tired patterns: meetings that go nowhere, ideas that die before they're born, groupthink dressed as alignment. Everyone nods. No one remembers what was said.

This isn't because they lack talent or drive. It's because they're stuck in environments that reward predictability over possibility. Environments that have trained people to play it safe, stay in line, and avoid looking foolish. The result? An innovation gap. A trust gap. A culture gap. And now, with AI moving faster than most leaders can keep up, there's an even deeper crisis:

If your people don't know how to think creatively, they'll become dependent on machines that do.

DREAMSTORM™ was created for this exact moment. It's a creative leadership training that goes straight to the root

of the problem. It doesn't offer gimmicks. It offers practice. It gives executives a repeatable system to break old habits, build real trust, and unlock idea generation in environments where fear, fatigue, or hierarchy usually win.

This session is built on lived experience, not just theory. It draws from leadership research, team psychology, and decades of training people to shift from reactive to visionary. Through stories, exercises, and practical tools, participants re-learn how to think like creators.

You don't need another template. You need to remember how to think without one. When leaders reclaim their imagination, the ripple effect is immediate: teams re-engage, decisions get bolder, and people stop looking to leadership for answers and start showing up with innovative solutions that advance the company, boost morale and build the community.

**Dreamstorming
is reclaiming
imagination
as your
organization's
most valuable
resource.**



Who is it for?

Executives, C-suite leaders, department heads, team leads, and project managers who are:

- Tired of shallow idea generation sessions
- Struggling to motivate teams post-burnout
- Looking to upgrade their leadership for the AI era
- Responsible for strategy, innovation, or team performance
- Interested in building creative capacity across their organization

Whether you're leading five people or five hundred, this training meets you where you are and helps you unlock the potential of your team.

Mode of delivery

- Interactive Masterclass
- Team-based Workshop

Number of participants

Up to 25 (can be scaled upon request)

Duration

- 90-minute Talk (60-minute keynote + 30-minute Q&A)
- Half-day or Full-day Workshop (customized content)
- Multi-day Deep Dive (upon request)

Requirements

- Open room with flexible setup (tables can be moved)
- Whiteboards or sticky walls for group work
- Projection/screen for media
- Willingness to be surprised

Session Takeaways

- A clear process to run truly creative sessions with your team
- Tools to reduce idea anxiety and shift out of perfectionism
- Practices to build trust and creative safety in leadership settings
- Ways to unlock team potential and identify hidden thinkers
- Methods for integrating AI into brainstorming
- Strategies to handle resistance, silence, and dominant voices
- Techniques to turn intuition into action without losing momentum
- A renewed sense of creative possibility in your role as a leader
- Confidence to lead with questions instead of always having answers
- A framework for building a culture that rewards risk and curiosity

DESCRIPTION

Dreamstorm™ is a high-impact creativity session designed for leaders and teams who struggle to generate original ideas in environments dominated by pressure, perfectionism, and predictable thinking. While most teams think they're brainstorming, what actually happens is idea recycling, groupthink, or silence, because the conditions for true creativity are missing.

In today's fast-paced, AI-influenced workplace, people are overwhelmed, disconnected, and conditioned to avoid risk. Meetings become transactional, ideas are filtered before they're spoken, and teams default to safe answers instead of bold thinking. Many professionals have never been taught how to enter a creative state, how to listen generatively, or how to build ideas together—not in competition, but in synchrony.

Dreamstorm™ gives them that framework.

This session teaches the emotional and environmental foundations for real brainstorming, how to create psychological safety, spark intuitive thinking, and break past linear, analytical habits. Participants learn how to open space for the unexpected, how to lead and participate without ego, and how to follow the movement of collective imagination toward innovative solutions.

Crucially, the session introduces new methods for brainstorming with AI as a creative partner. Leaders will learn how to integrate AI tools in ways that unlock fresh perspectives, stimulate curiosity, and stretch thinking beyond habitual boundaries, without losing the depth of human imagination.

Through experiential exercises, stories, and team-based challenges, participants will re-learn how to ideate like they once did, freely and with joy.

They'll leave with practical tools to host Dreamstorm™ sessions themselves, the confidence to co-create with both humans and machines, and a renewed belief that creativity is not a talent, it's a trainable muscle that every organization needs to thrive.

Meet Your Guide!

Dr. Zinka Bejtlic is an international educator, speaker, and leadership trainer specializing in creative communication, motivation, and human-centered innovation.

With a Ph.D. in Educational Psychology and over 20 years of global teaching experience, she has worked with leaders, educators, and teams across disciplines to help them rediscover purpose, unlock creativity, and communicate with clarity and care.

Zinka's work centers on the emotional dimension of leadership and professional growth—how feedback is given and received, how cultures of belonging are built, and how inspiration becomes a daily practice rather than a rare spark. Her research and programs focus on purposeful communication, creative confidence, feedback that motivates, and personal leadership presence.

Her methods help leaders and teams move from transactional habits to transformational impact.

Currently Professor and Head of Department of Art and Design at the College of Architecture, Art and Design at the American University of Sharjah (UAE), Zinka is also the founder of Teach-Studio, a platform dedicated to nurturing vulnerability, empathy, and mentorship in learning and professional environments.

Her published work explores the intersection of motivation, care pedagogy, and creativity in leadership and education. She has delivered keynote talks and workshops globally and is a TEDx speaker. Her talk, "It's time to let our students teach us," explores the power of humility, trust, and shared meaning in leadership today.

Zinka brings warmth, deep insight, and contagious energy to every room—helping leaders not just learn, but transform the way they lead, connect, and create.

zinkabejtlic.com



Dr. Zinka Bejtlic



Schedule a discovery call to learn more!

DR. ZINKA BEJTIC

zinka@humanmatter-s.com

 **HUMAN MATTER-S**

PROFESSIONAL DEVELOPMENT
FOR VISIONARY ORGANIZATIONS