

International Certification

Information Brochure

playmobil pro.



ACTIUD*
CREATIVA

Learn to solve complex problems by playing.

Become a Certified Facilitator in the Pro.Play® process and tools Pro.Play Process - Tools and Techniques.

Certificación Internacional Pro. Play® Tools and Techniques



About Pro.Play® and PLAYMOBIL pro

The Pro.Play program is exclusively owned by the Creativity Certification Program.

Attitude Creativa and its Pro.Play® program are the only official worldwide partner of PLAYMOBIL pro.

Pro.Play® has been created and designed by a team of experts from the Creativity Certification Program, led by Juan Prego, so that professionals from all over the world can make the most of the PLAYMOBIL® pro kit.

Index	Introduction	04
	02. Welcome	05
Transform your way of	03. The process	07
	04. The bases	08
learning innovating	05. Certification	10
creating	06. Applications	12
educating	07. The Kit	14
leading communicating	08. Certified Facilitators	16
deciding	09. Frequent questions	17
imagining	IO. Instructors	18
sharing	II. Beneficts	20
designing		

Play.

Pro.Play Process - Tools and Techniques

Pro.Play Process - Tools and Techniques

Pro.Play® Process Tools and Techniques

The PLAYMOBIL pro kit is a complete modeling system for professionals and companies. The Pro.Play® methodology allows for its application in a wide range of fields to think more creatively and solve complex problems by playing.



Welcome to the Pro.Play® Certification

For over 15 years, I have been researching and teaching about creative thinking and innovation, and one of the most important foundations of creativity for both individuals and teams is our ability to play. Many of the techniques we use in workshops take advantage of our ability to play with ideas, concepts, and situations to generate original and different solutions. However, this ability is often trapped by logic, ego, and our inhibitions. Albert Einstein said, "The intuitive mind is a sacred gift and the rational mind is a faithful servant." So, how can we make the most of both?

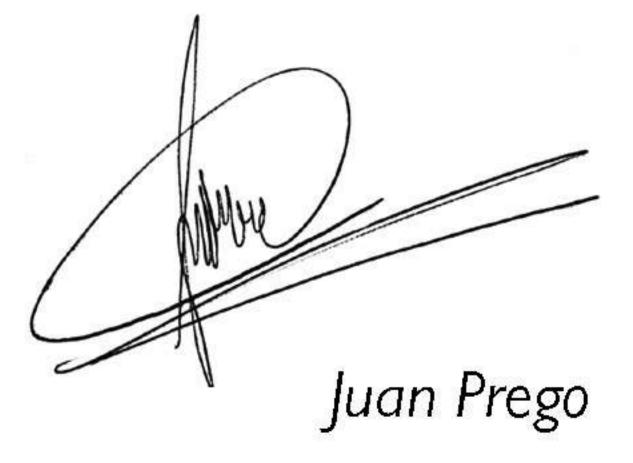
One of the most powerful ways we have to access our intuitive mind is through play. Play lowers our ego, suspends logic for a time, and frees us from inhibitions. Then, logic can - from play - extract valuable insights that become learning and action for our lives.

When I first discovered the PLAYMOBIL pro kit, it was love at first sight. A possibility to expand the world of post-its, graphics, and diagrams into the world of 3 dimensions. Throughout 2019, together with other experts who have contributed valuable feedback, I designed a process, techniques, tools, and principles, based on

the combination of years of experience using creative games in professional environments, and the possibilities that a kit like PLAYMOBIL pro can provide for modeling.

The result is Pro.Play®, a unique program that compiles practical and creative tools and techniques, organized under branches of application, so that professionals who want to apply play in professional environments can do so in the best possible way and achieve surprising results. From I-to-I sessions to complex organizational systems, Pro.Play® for PLAYMOBIL pro can be used, whether it's your first approach to game dynamics or if you've been using other creative and game techniques for years. Pro.Play® will bring you a new and unique perspective on what is possible with a modeling kit.

Are you ready to play like a Pro?



Pro.Play Process - Tools and Techniques

"Knowledge cannot arise solely from experience, but from what we learn by contrasting what we imagine with the reality that sumounds us."

Albert Einstein

A brief introduction to the Pro.Play® process for PLAYMOBIL pro

Game dynamics radically transform how we behave individually and as a group. When playing, people dedicate more and better resources (time, energy, attention) to solving their challenges. In addition to having a series of emotional benefits, games allow complex situations to be worked on in a simple way. By "observing" the situation in third person, participants discover ideas, alternatives, and solutions much more easily than when immersed in them.

With Pro. Play® we work with three types of models:

Literals Models

These are models that represent the world and situations as they are. Literal models have practical applications, for example, to prototype situations that are difficult to reproduce or to turn a storyboard into a 3D model.

Metaphorical Fantastic Madels

Using metaphors allows for the physical representation of abstract concepts. Metaphorical models have practical applications, for example, to represent emotional aspects or values of individuals as well as teams and organizations.

Models

Fantasy unleashes the power of imagination by creating "impossible" scenarios and playing with them. Fantastic models have practical applications in exploring the future, as well as being a powerful stimulus for generating new ideas.

Modeling with PLAYMOBIL pro





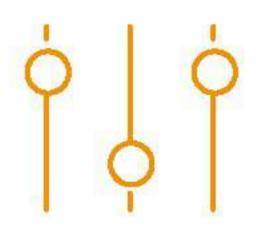


4 Pillars of the process

PRO.PLAY play like a pro



Las últimas investigaciones han demostrado el poder que tienen las dinámicas de juego en ambientes de todo tipo. Comprender los contextos en donde aplicar los 3 tipos diferentes de dinámicas que se pueden dar en este contexto: juegos, partidas y simulaciones es clave para alcanzar los resultados que buscamos.

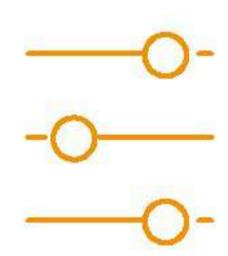


() 3 Extract insights

The "living models" used in Pro.Play® allow us to explore hypotheses and alternatives to extract the learnings that help us transform situations, generate ideas and solve problems. The discoveries allow us to multiply the learnings from each model and its results.



Recent research has demonstrated the power that game dynamics have in all types of environments. Understanding the contexts in which the 3 different types of dynamics that can occur in this context - games, matches, and simulations - are key to achieving the results we seek.



04 Make decisions

Thanks to the interactions with the models and the insights extracted, the Pro.Play® methodology allows us to turn learnings into concrete actions that we can apply individually and as a team to achieve the objectives we set ourselves.

Applying the process deliberately will help us get the most out of the game and 3D modeling.

It is possible to have fun, enjoy, get excited, and also achieve concrete results and practical solutions.

And best of all, Pro.Play® sessions can achieve great results in short sessions, of just a few hours.

Whether working with one person or with the entire organization.

PLAYMOBIL pro - Pro.Play® Certified Facilitator

Key objectives of the program:

- Learn and practice modeling techniques and tools using the PLAYMOBIL pro kit.
- > Distinguish between different types of modeling and their applications in different fields and situations.
- > Learn the Pro.Play® application process for use in meetings, workshops, sessions, and more.
- Understand how to use complementary scenario templates with the kit.
- > Design your own adaptations and variations of Pro.Play® techniques and tools.
- > Engage in group practices of different types of modeling applied to real-life situations.
- > Learn to design and facilitate sessions using the Pro.Play® methodology with the PLAYMOBIL pro kit.

Deliverables during the program:

Official Certification from the Creativity Certification Program in the PLAYMOBIL pro - Pro.Play® methodology.

Principles of application of the methodology.

Guidelines for individual and team work.

"Play like a Pro" book and Pro.Play® application guide.

Pro.Play® templates and scenarios kit.

Access to the international network of facilitators.

Post-workshop support in session preparation.

Official PLAYMOBIL pro Starter Kit.

Pro.Play Process - Tools and Techniques

The power of a tool does not depend solely on its size, materials, or shape. It depends, above all, on the skill of those who use it.

Applications of the PLAYMOBIL pro kit with the Pro. Play® methodology

The Pro.Play® methodology can be applied in a wide range of situations. Its tools and techniques, combined with the PLAYMOBIL pro kit, can be adapted to countless personal and professional situations.

During the workshop, participants will learn and practice the application of techniques in a broad range of situations where modeling tools have been shown to add value. Each application will not only allow us to learn the theory behind it, but also to experience its practical benefits and understand how to bring the tools into the field of each participant's action. These are some of the applications of PLAYMOBIL pro Pro.Play®.

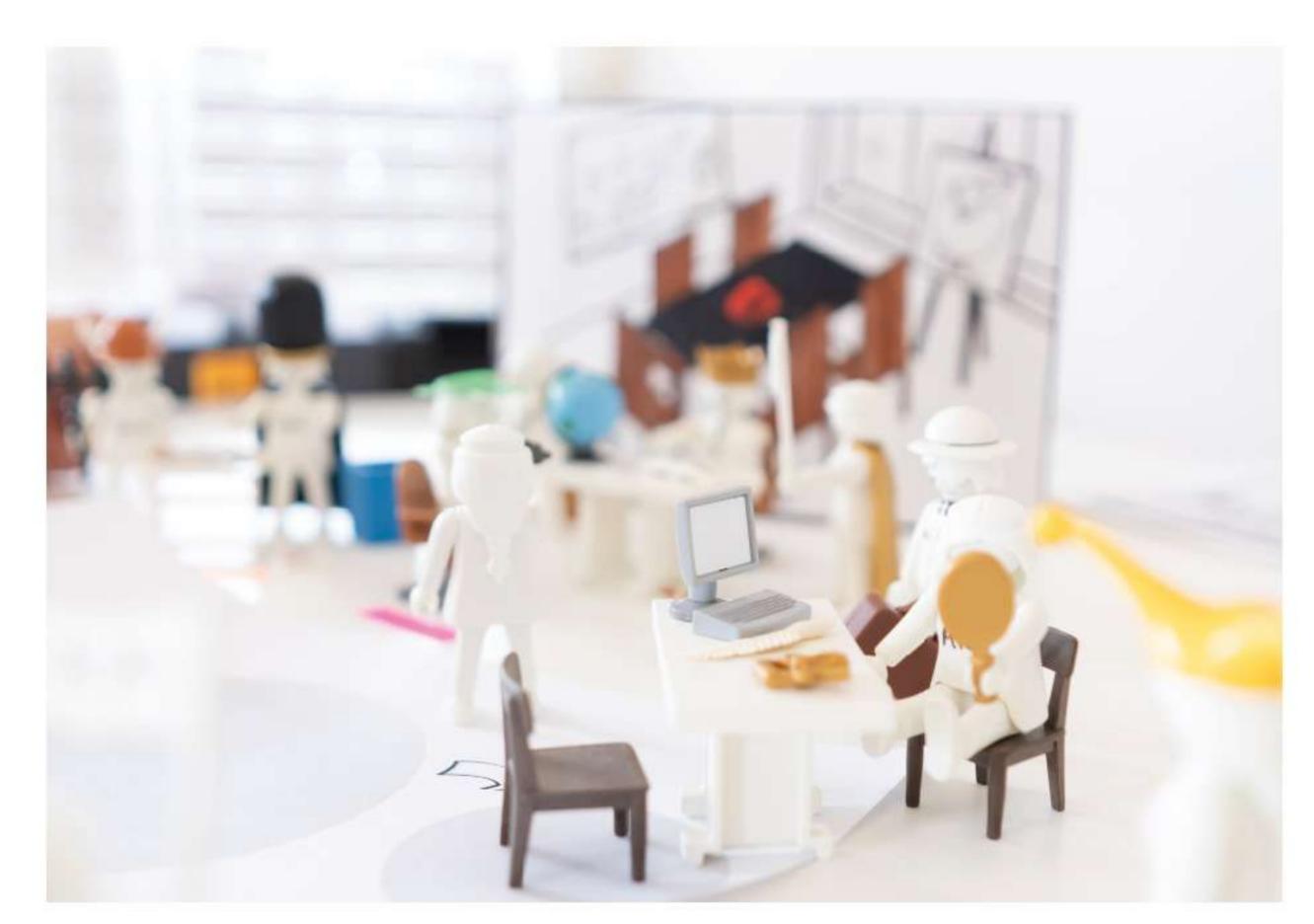
> Creativity, Innovation and Design Thinking

Use your kit to enhance your Design Thinking sessions, improving empathy, ideation, prototyping, or communication of your projects.



> Strategy, Selection, HR

Explore the past, understand what is happening in the present, and design the future of your company in a completely innovative way.



Corporate agility and project management

Find out what is holding back your teams and apply the principles of Business Agility to radically improve results.



> Workshops, workshops, classes

Keep your students and workshop participants engaged and interested thanks to game dynamics. Adapt your current tools to work in 3 dimensions.



> Personal and professional development

Use games to help people overcome their mental and emotional barriers and blocks.



> Transformation of culture and values

Transform the way your organization interacts through values to have a significant impact on your organization's culture.



The Modeling Kit turns play into a work tool.

Since its creation by German inventor Hans Beck in the 1970s, PLAYMOBIL "Clicks" have transcended the field of children's toys to be used by therapists, in training workshops, presentations, and a wide range of situations where play contributes to facilitating difficult conversations and stimulating imagination to reach new and better ideas. The PLAYMOBIL pro kit allows taking the use of play to the next level by combining a wide set of figures, elements, paper accessories, and customization options.









You will find in the PLAYMOBIL pro Starter Kit included with this course:

- > 120 piece kit
- > Neutral characters
- stationery kit
- user guide
- Mobile app



Become a Certified Facilitator in Pro.Play®.

Pro.Play® tools and processes can be used by a wide range of professionals. Therapists, innovators, consultants, trainers, team leaders, HR departments.

- > Reach a deeper understanding of your collaborators, users and customers.
- Generate disruptive ideas as you play to solve problems, explore the future, and innovate.
- > Enhances agility and improves communication and team dynamics.
- Make better decisions individually and with others.

Understanding the thoughts, emotions, frustrations, and desires of our users, collaborators, and customers is crucial. Take empathy and user mapping to a whole new level by moving from paper to interactive figures.

When you feel like there are not enough ideas or they are not very good, switch to having ideas in 3D. Learn how to use the kit to come up with useful and disruptive ideas.

What is holding you and your teams back? Redesign the way you work, change processes, and bring agility to your teams. "Living Models" allow you to understand hidden dynamics and intervene to radically improve the way a team or organization collaborates.

The success or failure of your project may lie in the next decision you make. Play with business simulations that will help you make much more effective decisions, leveraging the diversity of perspectives, and achieve surprising results.



Pro.Play Process - Tools and Techniques

Frequent questions

about the Pro.Play® process and tools

How was Pro.Play® born?

The Creativity Certification Program has trained over 5,000 professionals worldwide in creativity and innovation. Our mission is to develop the skills of professionals who want to create and innovate, and to equip them with the most relevant tools available.

The aim of the Pro.Play® methodology and tools is to help all professionals who want to use three-dimensional modeling to maximize their potential. The tools have been compiled and designed by Juan Prego, based on over 15 years of experience in applying creativity and innovation tools in all types of companies and situations.

s Is it a program designed or taught by PLAYMOBIL pro?

The program has been designed by Juan Prego and is taught by professionals from the Creativity Certification Program, Actitud Creativa, and authorized partners. Currently, Pro.Play® is the only official worldwide partner of PLAYMOBIL pro. The Pro.Play® team collaborates closely and frequently with the PLAYMOBIL pro team to support the entire facilitator community.

> Why become a Certified Facilitator in Pro.Play®?

Currently, Pro.Play® is the only international certification in tools, processes, and methods designed for use with PLAYMOBIL pro. The Pro.Play® process and tools have specific exercise templates, techniques, and manuals that are only available through the certification. The Creativity Certification Program has certified over 5,000 professionals worldwide and is the reference program for individuals and companies that want to develop their creative skills and innovate. Pro.Play® is designed to help individuals interested in applying three-dimensional modeling with the PLAYMOBIL pro kit to get the most out of it.

> Do I have to be certified to purchase the PLAYMOBIL pro kit?

No, anyone can purchase the kit by visiting pro.playmobil.com. However, the kit does not come with application guides. A good starting point for using the kit is Juan Prego's book "Play like a Pro."

> Is Pro.Play® the same as other existing game and construction methodologies?

No. The PLAYMOBIL pro kit does not include building blocks, it focuses on the characters and their interactions. The dynamics are agile and deep. The tools and techniques focus on achieving practical actions at the end of the process. The Pro.Play® process, tools, principles, and exercise templates are unique, as they were developed in 2019 and are adapted to the current realities of professionals and companies, and are not present in any other methodology. Professionals with years of experience applying other tools often attend our certifications and discover a completely new way of playing and achieving results.

> Who can use the Pro.Play® tools and offer services associated with this brand?

That's correct! Only individuals who have completed the Pro.Play® Certification Program with a Certified Trainer are authorized to use the process, templates, and exercises. They are also the only ones who can offer services associated with the Pro.Play® brand. This ensures that the methodology is being used correctly and effectively by professionals who have been trained and certified in it.

Juan Prego Program Director and Founder of Pro.Play®

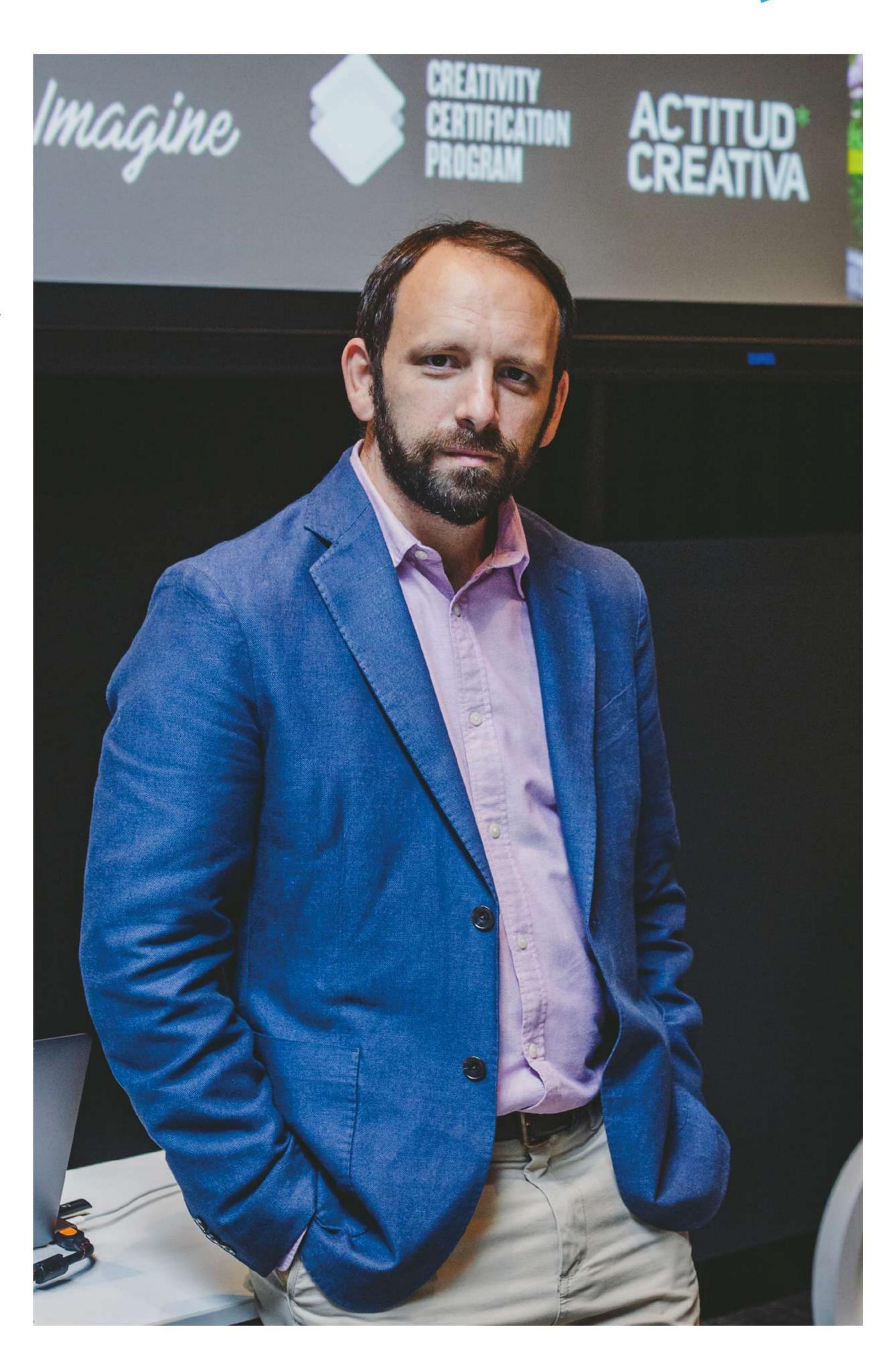
Profile and Trajectory

An expert in Communication, Leadership, Creative Thinking and Innovation, he is the author of the long seller "Think Like a Genius®", the book "TeamStorming", "Crocodiles vs. Primates" and the official book of the Pro.Play® methodology, among others. He has led international teams in the three countries where he has resided: Argentina, China, and Spain since 2002. He is a speaker and collaborator for various media and business schools.

As the founder of 'Innovation Day', Creative-OS, and Ideas World Cup, he is a managing partner of Actitud Creativa, a leading consultancy in training and development of innovation programs worldwide.

He has spent the last 15 years giving talks and workshops all over the world, training more than 20,000 professionals in 15 countries.

Since 2019, he has been training and facilitating Pro.Play® workshops with thousands of professionals from more than 60 countries in organizations of all sizes.



"Almost all creativity involves purposeful play."

Abraham Maslow

The three levels of Certification in Pro.Play® for PLAYMOBIL pro

Our teaching model is based on "learning-by-playing." Future facilitators experience firsthand the different dynamics and exercises, so they can later apply them with groups and individuals. This way, they develop skills that can be applied to achieve real-world results.



Divided into levels 1, 2, and 3. 4 day intensive workshop

*If you already have the PLAYMOBIL pro kit, you do not need to buy a new one, you can bring it to be used during the certification and receive a discount on your registration.



LEVEL 1. Learn the governing process and a wide range of techniques that can be used individually and in teams.

Participants will learn the principles that govern the use of Pro.Play® in organizations, discover and practice individual modeling, which can be used in groups of all sizes to solve challenges of multiple kinds.



LEVEL 2. Learn to facilitate team modeling processes in different work contexts and objectives.

Participants will learn to facilitate modeling in teams to understand complex situations and quickly arrive at ideas, improvements, and solutions to the challenges they face.



LEVEL 3. Aprende a trabajar con modelos dinámicos e interactivos para comprender y solucionar problemas complejos.

The world we live in is becoming increasingly complex and changing. In addition to technological tools, we need human tools to deal with these situations. Working with models and simulations that take into account the context, interactions, and changes that occur in it is a fundamental skill in VUCA environments.

The in-person training is divided into days I and 2 for certification at level I of the methodology, which focus on the central process and the principles and tools of individual modeling. Days 3 and 4 focus on levels 2 and 3, group modeling and working with complex problems that require high facilitator intervention. To access certification at levels 2 and 3, it is essential to have successfully completed level I certification.





Online. Level 1 Divided into 4 sessions of 3 hours

Level 1 tools can be applied both in person and remotely.

With the new challenges posed by the global pandemic, we have adapted Level 1 to the online environment. Participants will receive the physical kit and instructions for sharing and facilitating techniques and tools using digital media. The dynamics they will learn can be applied both in-person and remotely.

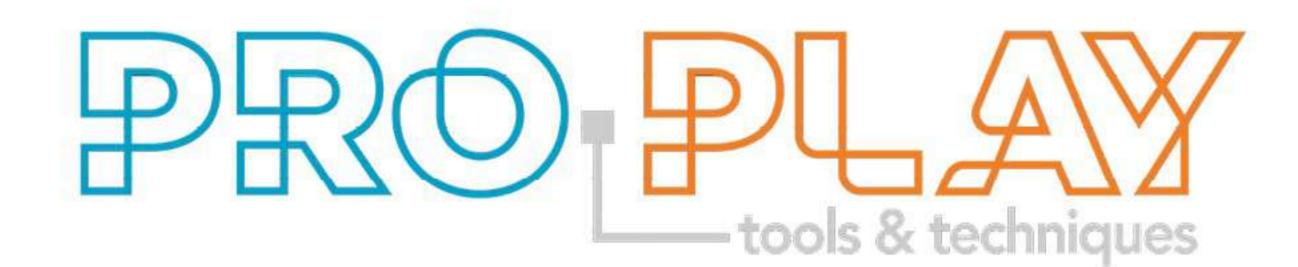
Discounts for groups and companies

Great! Playing as a team can be even more useful and fun! We offer special discounts for groups, companies, and special collectives. Please contact us to learn more about our group rates and how we can support your team's learning journey with Pro.Play®.

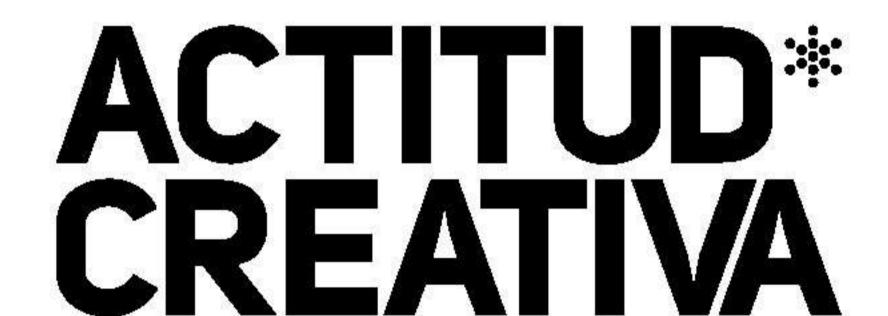




More information



www.proplaymethod.com playlikeapro@proplaymethod.com



www.actitudcreativa.es hola@actitudcreativa.es



www.creativitycertification.com info@creativitycertification.com



pro.playmobil.com pro@playmobil.com



Learn a unique process and techniques, successfully tested in the real world by facilitators from all over the world.

Join a global community of facilitators who are transforming the world using play.

Design your own applications and games adapted to your professional scenarios.

Get the most out of your PLAYMOBIL pro kit.

Solve complex problems through play.

Play like a Pro