

play  
like a  
pro

PRO-PLAY

International Certification

## Information Brochure

playmobil® pro.

*Official Partner*



PRO-PLAY

Learn to solve complex problems by playing.

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



ACTITUD  
CREATIVA\*

# International Certification

## Pro.Play® Tools and Techniques

### About Pro.Play® and PLAYMOBIL pro.

The Pro.Play® program is the exclusive property of the Creativity Certification Program.

Actitud Creativa is the first and only Official Worldwide Partner of PLAYMOBIL pro with the Pro.Play® methodology.

Pro.Play® was designed and created by Juan Prego, who led a team of experts from the Creativity Certification Program, enabling professionals worldwide to take full advantage of the possibilities inside the PLAYMOBIL pro kit.



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# Pro.Play® Process Tools and Techniques

The PLAYMOBIL pro kit is a complete modeling system for professionals.

The Pro.Play® methodology fits a wide range of fields supporting users to think more creatively and solve complex problems by playing.



# Welcome to the Pro.Play® International Certification

I have dedicated over 15 years to research, train and teach creative thinking and innovation. One of the most essential principles of creativity for both teams and individuals is our ability to play.

Many of the techniques we use in creative workshops leverage our capacity to play with ideas, concepts, and situations to generate unique and different solutions.

But more often than not, our capacity to play remains limited by logic, our ego, and our inhibitions.

Albert Einstein said, "The intuitive mind is a gift, and the rational mind is a servant." 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, puts logic on hold for a while, and free us of our inhibitions. Once that happens, logic can draw valuable conclusions from our time playing, transforming insights key into learnings and actions.

When I discovered the PLAYMOBIL pro kit, it was love at first sight. I saw an exciting possibility to expand the world of post-its, graphs, and canvas to a three-dimensional world.

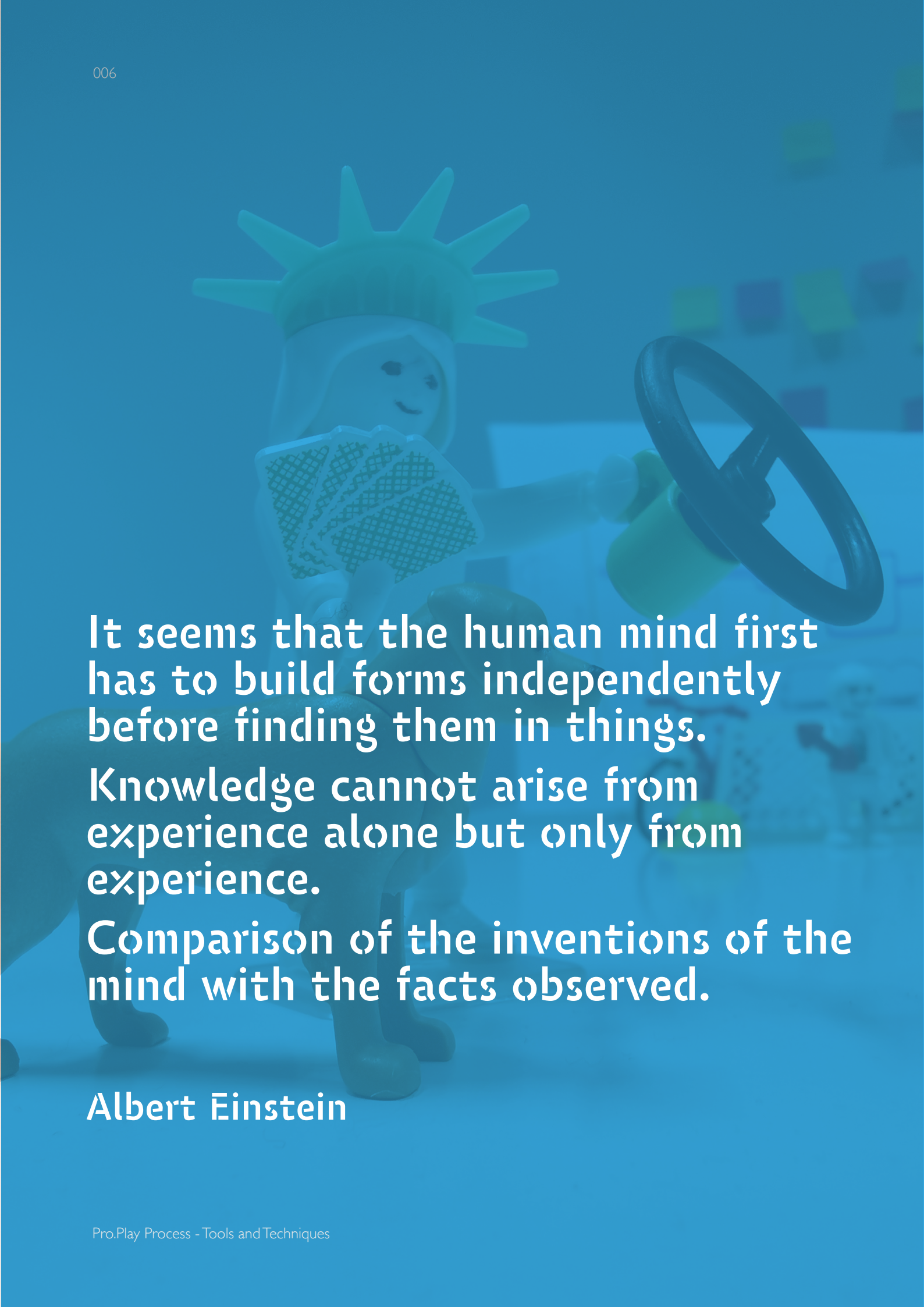
In 2019, along with other experts who contributed feedback, tools, and techniques, I designed a process based on the combination of years of experience using creative play in professional environments and the modelling possibilities that a kit such as the PLAYMOBIL pro can provide.

The result of this combination is Pro.Play®. This unique program compiles tools and techniques to fit various applications helping meet the needs of professionals who want to play to solve complex problems in professional environments whilst achieving valuable results.



**Juan Prego**



A child is playing with a LEGO figure of the Statue of Liberty. The figure is holding a steering wheel in its right hand and a shield in its left hand. The background is a blurred image of a child's play area with various toys and blocks.

It seems that the human mind first has to build forms independently before finding them in things.

Knowledge cannot arise from experience alone but only from experience.

Comparison of the inventions of the mind with the facts observed.

**Albert Einstein**

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

Play dynamics radically transform how we behave individually and in groups. People dedicate more and better resources (time, energy, attention) to solve their challenges by playing. In addition to having a series of emotional benefits, playing allows everyone to take on

complex situations in a simple way. By observing the situation in the third person, participants discover new ideas, alternatives and solutions much easier way than when they are immersed in them.

## Pro.Play® works with 3 types of models:

### Literal 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 convert a storyboard into a 3-dimensional model.

### Metaphorical Models

Using metaphors allows you to represent abstract concepts physically.

Metaphorical models have practical applications to represent the emotional aspects or values of both individuals and teams.

### Fantasy Models

Fantasy unleashes all the power of imagination by creating "impossible" scenarios.

Fantastic models have practical applications in the exploration of the future, not only representing but being a powerful stimulus for the generation of new ideas.

## Modelling with PLAYMOBIL pro



## 4 Pillars of

# PRO.PLAY

## play like a pro



### 01

## Start playing

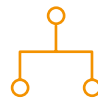
The latest research has demonstrated the power of play dynamics in environments of all kinds. Understanding the context in which to apply the three different types of dynamics play games and simulations is key to achieving the results we seek.



### 03

## Extract insights

The “Live Models” used in Pro.Play® allow us to explore hypotheses and alternatives. By extracting the lessons and insights, we can transform situations, generate ideas, and solve problems. The discoveries will allow us to multiply the learning of each model.



### 02

## Observe what unfolds

In Pro.Play®, we work with living models that act as interactive scenarios that can be changed instantly. Through each interaction and change, we can extract and multiply valuable learnings.



### 04

## Make decisions

Thanks to the interactions with the models and insights, the Pro.Play® methodology makes it possible to convert the learning 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 3D  
modelling and the  
power of play.



# Certification Pro.Play®

## Certified Facilitator

### Objectives:

- Learn and practice modelling techniques and tools using the PLAYMOBIL pro kit.
- Distinguish the differences between various types of models and their applications to different fields and situations.
- Learn the application process of Pro.Play® for use in meetings, workshops and 1 to 1 sessions. Understand how to use the complimentary scenario templates provided in the kit.
- Know and practice the application of Pro.Play® techniques and tools.
- Perform group practices of the different types of modelling applied to real situations.
- Learn to design and facilitate sessions using the Pro.Play® methodology with the PLAYMOBIL pro kit.

### Program deliverables:

**Official Certificate of the Creativity Certification Program in the Pro.Play® methodology.**

**Pro.Play® Facilitator Manual and Application Guide.**

**Pro.Play® templates and scenarios kit.**

**Access to our international network of facilitators.**

**Post - workshop support in the preparation of future sessions.**

**Official Starter Kit PLAYMOBIL pro.**



When you  
have a problem,  
solve it  
by playing.

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

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 a multitude of personal and professional situations.

During the workshop, participants will learn and practice applying techniques for specific situations where modelling tools have proven to provide value.

Each situation will allow us to learn the theory behind each application and practically experience its benefits. This will help us to understand how to take the tools to the fields and contexts of each participant.

## ➤ Creativity, Innovation & Design Thinking

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



## ➤ Strategy, Selection, Human Resources

Explore the past, understand what is happening in the present, and innovatively design your company's future.





### ➤ Business Agility & Project Management

Find that it is holding back your equipment and apply the principles of Business Agility to radically improve the results.



### ➤ Personal and Professional Development

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



### ➤ Workshops & Education

Keep your students and the participants of your workshops connected and interested, thanks to the dynamics of Play. Adapt your current tools to work in 3-dimensions.



### ➤ Cultural transformation & Values

Transform how your organization interacts through values to have a significant impact on the culture of your organization.



# The modelling kit make playing your work tool.

Since its creation by the German inventor Hans Beck in the 70s, PLAYMOBIL pro has transcended the field of children's toys. Now used by therapists in training workshops, presentations and a wide range of situations, play now helps facilitate challenging conversations, helping to stimulate the imagination to come up with new and better ideas.

The PLAYMOBIL pro Kit allows you to take Playing to the next level by combining a large set of clicks, elements, paper accessories and customization options kit.





70527

**playmobil** pro.  
modelling for professionals

**You will find inside the PLAYMOBIL pro Starter Kit.**

- 120 pieces 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, the possibilities are infinite.

- **Get a deeper understanding of your collaborators, users and customers.**

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

- **Generate disruptive ideas while playing, to solve problems as you explore and innovate into the future.**

When you feel that there are not enough good ideas, improve them by playing in 3 dimensions. Learn how to use the kit to come up with valuable and disruptive ideas.

- **Enhance agility and improves communication and team dynamics.**

What stops you and your teams? Redesign the way you work and change processes, and improve the agility in your team. The “Live Models” allow us to understand hidden dynamics with the naked eye and intervene to radically improve how a group or an organization collaborates.

- **Make better decisions individually and with others.**

The success or failure of your project may be in the next decision you make. Play with business simulations that will help you make much more effective decisions, taking advantage of the diversity of viewpoints and getting excellent results.



# Frequently asked questions

## about the process and tools Pro.Play®

### ➤ How did Pro.Play® start?

The Creativity Certification Program has been certifying professionals worldwide in Creativity and Innovation for more than 10 years. Our mission is to develop the skills of professionals who wish to create and innovate by providing them with the most relevant tools.

The objective of the Pro.Play® methodology and tools help all professionals who want to use 3Dimensional modelling to take full advantage of their potential. The method has been compiled and designed by a group of experts led by Juan Prego. The process drew on more than 15 years of experience in applying creativity and innovation tools in all types of companies and situations.

### ➤ Is it a program designed or taught by PLAYMOBIL pro?

No. However, Actitud Creativa is the first and only Official Worldwide Partner of PLAYMOBIL pro with the Pro.Play® methodology.

### ➤ Why should I become a Certified Facilitator in Pro.Play®?

Pro.Play® is currently 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 in the certification. The Creativity Certification Program has certified more than 5,000 professionals worldwide and is the reference program for those people and companies that want to develop creative skills to innovate. Pro.Play® enables those interested in applying 3-dimensional modelling with the PLAYMOBIL pro kit to maximize the potential inside the box.

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

No. Anyone can purchase the kit online at [pro.playmobil.com](http://pro.playmobil.com)

### ➤ Is Pro.Play® equal to other existing play and construction methodologies?

No. The PLAYMOBIL pro kit does not have building blocks, the dynamics, tools and techniques designed in the Pro.Play® methodology is based on live and interactive models. The process, tools and exercise templates of Pro.Play® are different and complementary to other existing methods.

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

Only Certified Facilitators in the Pro.Play® methodology by a Certified Trainer can use the process, templates and exercises. They are also the only ones that can offer services associated with the brand Pro.Play®.

# Juan Prego

## Director & Founder Pro.Play®

### Professional Profile

Juan Prego is an expert in Communication, Leadership, Creative Thinking and Innovation. He is the author of "Think like a Genius®", "Team- Storming", and his latest publication "Crocodiles against Primates" among others.

Juan speaks and regularly collaborates with various media and business schools. He is a Certified Consultant in "Corporate Transformation Tools" of Barrett Values Center and exclusively represents the International Certification Program in Lombard Method of Imagine Creativity Center (USA).

As the Founder of "The Day of Innovation", Creative-OS and Ideas World Cup, Juan has trained more than 20,000 professionals in 15 countries.

He has directed international teams in the three countries where he has resided; Argentina, China and Spain 2002. Juan is a managing partner of Actitud Creativa, a leading consultant in the training and development of innovation programs worldwide.



**“Almost all  
creativity  
involves  
purposeful  
PLAY”**

**Abraham Maslow**

# The three levels of Certification into Pro.Play® to PLAYMOBIL pro

Our educational model is based on “learning-by-doing”. Facilitators adopt the first persona through different activities and exercises and then apply them to groups and individuals. By doing so they develop skills that can be used to achieve results in the real world.



## **LEVEL 1. Learn the process of guiding a wide range of modeling techniques that can be used individually and with teams.**

Participants will learn the principles that govern the use of Pro.Play in organizations will discover and practice modelling at the individual level, which can be used in groups of all sizes to meet the multiple challenges of various kinds.



## **LEVEL 2. Learn to facilitate modelling processes on teams in different work contexts and goals.**

Participants will learn to facilitate modelling teams to understand complex situations and quickly get to ideas, improvements and solutions to the challenges they face.



## **LEVEL 3. Learn how to work with dynamic and interactive models to understand and solve complex problems.**

The world we live in is increasingly complex and changeable. In addition to the tools and technology, we need human tools to deal with these situations. Working with models and simulations we take into account the context, interactions and changes through play, thus helping us to develop key skills in our VUCA world.

## Online.

### **The online Certification is specially adapted**

With the challenges exposed by the global pandemic, we have adapted level I for the online environment. The participants will receive the physical kit and instructions to share and facilitate techniques and tools that use in digital media.





## Online. Level 1

**Intensive training of 4 days 3 hours per day.**

**Investment: € 1199**

**Includes STARTER KIT PLAYMOBIL pro**

This online certification online will learn to get the most of PLAYMOBIL pro kit with templates created individually that can be used with groups and collectives of any number.

In addition to learning the rules and principles of the process, participants will learn and practice powerful techniques that can be applied to different situations to generate ideas, solve problems or make decisions.

In addition to the kit, the participants will receive the official Pro.Play® manual and the official certificate issued by Creativity Certification Program & Actitud Creativa, official and exclusive worldwide partners PLAYMOBIL pro.

\*If you have already purchased the PLAYMOBIL pro kit and wish to use it in the training we will deduct €120 from the total price.



**PROPLAY**  
tools & techniques

**CERTIFIES THAT:**

Has successfully completed the Level 1 Certification Program in the Principles, Process, Tools and Techniques of the **Pro.Play® Method**.

The program covers the theory and practice on how to facilitate individual models for a broad range of applications with professionals, teams and organizations.

**CERTIFIED FACILITATOR**

Online - July 19th, 2021

**playmobil pro.**

Official Partner  
★★★★★

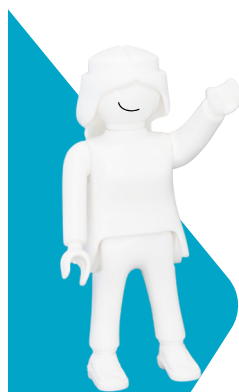
  
**Juan Prego**  
Master Trainer  
Pro.Play® Method

**ACTITUD  
CREATIVA**



### Special prices

There are special early bird rates and additional discounts for groups and companies.





**CREATIVITY  
CERTIFICATION  
PROGRAM**

➤ **Creativity Certification Program**

[www.creativitycertification.com](http://www.creativitycertification.com)

➤ **Pro.Play® Tools and Techniques**

[proplaymethod.com](http://proplaymethod.com)  
[www.proplay.es](http://www.proplay.es)

➤ **PLAYMOBIL pro**

[pro.playmobil.com](http://pro.playmobil.com)

➤ **Actitud Creativa®**

[www.actitudcreativa.es](http://www.actitudcreativa.es)

➤ **Contact**

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[info@creativitycertification.com](mailto:info@creativitycertification.com)

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