



ICELAND INNOVATION MASTERCLASS

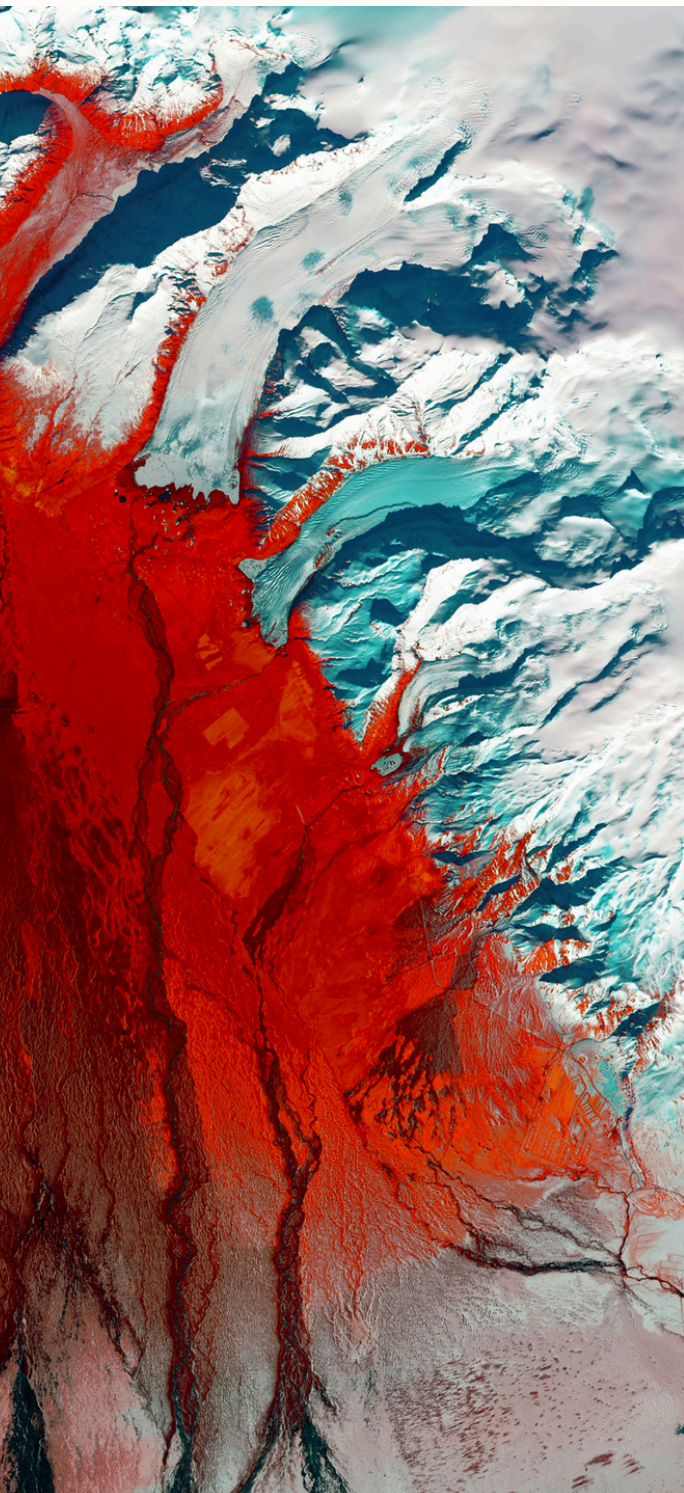
27. APRIL - 2. MAY 2026 IN REYKJAVÍK

Is Germany a desert of innovation? Are you looking for fresh ideas and agile approaches to take your company or projects to the next level? Then join us for our first prototype of the Iceland Innovation Masterclass in April 2026.

In the inspiring environment of Iceland, we want to work together with Reykjavík Innovation Studio and Die Coaching Gesellschaft to develop new ideas and strengthen the innovative power in you and your organization.

FOCUS: CREATIVITY AND INNOVATION

From a culture of prevention to a culture of change



Discover Iceland's path to innovation

Icelandic society is one of the most innovative cultures in the world.

Over centuries, the Icelandic people have developed their creativity and problem-solving skills to meet the unique geographical and political challenges of the North Atlantic.

Are you wondering how you can increase your own innovative strength? How can you inspire your environment or your team to be more creative and further develop your inner attitude of openness, willingness to change, and enthusiasm for innovation?

Then our expedition is just right for you. Together with exciting fellow travelers and experienced Icelandic experts, we will explore the special features of Icelandic innovation culture and apply its insights to your personal innovation challenges.

Iceland's creativity has also been scientifically researched. If you would like to learn more about this, you can read the paper by Prof. Barbara A. Kerr here

<https://www.tandfonline.com/doi/full/10.1080/15332276.2017.1397903>

WHO IS THIS TRIP INTENDED FOR?



This joint development journey is for everyone who knows that true innovative strength does not come from tools or processes, but from personal resources such as courage, openness, willingness to change, creativity, and team spirit. The focus here is on your individual possibilities—let's work together to awaken your full potential.

We appeal to everyone who understands that constant change is an inevitable and necessary, but often challenging, process.

Whether you work in human resources, education, politics, marketing, skilled trades, public life, or the private sector—the ability to innovate affects us all, from trainees to executives.

In an increasingly complex and dynamic world, many experts see creativity and innovation as one of the key skills for the future.

FIND YOUR PERSONAL PATH TO INNOVATION

Our journey does not begin in Iceland, but in Germany or at the location that best suits you in terms of region and theme.

In an interdisciplinary group of like-minded people who bring different perspectives to the table, we offer you the space to immerse yourself in your chosen topic. You will take valuable insights from our first online seminars with you to Iceland and learn how to integrate them into your everyday life. In Iceland, we will explore the Icelandic culture of innovation and apply it to your specific concerns.

Our Icelandic experts will accompany you throughout your experiences.

We will be supported by experts such as Birna Dröfn Birgisdóttir, who has a PhD in the psychological aspects of creativity and innovation and runs her own start-up. We will also be accompanied by Alexander Johonnuson, who, after a varied career in and outside Iceland, is now also setting up a start-up in Reykjavík.

This combination of theoretical knowledge and practical experience will be a common thread throughout the five days—especially since we will also be part of Iceland Innovation Week. In keeping with the Icelandic way of thinking, our focus is not on theory, but on immersion, experience, experimentation, and results.



What you can expect: Our workshop modules

Remote Online Workshop - Introduction and wishes

MONDAY

Arrival Iceland: Reykjanes und Suðurland

- Experience and understand Iceland and its innovative perspective
- Geysir visit & innovation dinner

TUESDAY

Reykjavik und Hveragerði

- Hafnarhaus & Tæknisetur visit
- Creativity from an Icelandic perspective with Birna Dröfn Birgisdóttir
- Adventure hike to the hot river

WEDNESDAY

Reykjavik

- Visit to KLAK Icelandic Startups
- Lunch with Icelandic innovation experts
- Visit to Iceland Innovation Week
- Icelandic pool culture

THURSDAY

Reykjavik

- Visit to RANNIS
- Lunch with Icelandic innovation experts
- Visit to Iceland Innovation Week

FRIDAY

Reykjavik und Hvalfjörður

- Transfer to your own challenge
- What can I take away with me?
- Lunch meeting at Hafnarhaus
- Hike (optional)

SATURDAY (OPTIONAL)

Glacier-excursion

(Additional costs ca. 80€ p.P.)

Remote Follow Up Workshop

What was my essence

WHAT YOU CAN TAKE AWAY

There is no ready-made solution for your individual innovative ability—but you can develop your own blueprint and shape the innovation process yourself.

We know that every context requires tailor-made solutions. That's why we work together to develop skills, perspectives, and approaches that will help you overcome daily innovation hurdles.

On each day of the course, we provide space for you to apply what you have learned directly to your own challenges. We will keep the course days agile in the Icelandic style and adapt them to the respective situations on site.

Our aim is not to teach in an abstract way, but to provide you with concrete support for your personal challenges. To this end, you will take away numerous examples, inspirations, and food for thought from Icelandic culture and the surrounding environment that will help you to question blockages and develop new perspectives.

By the way: We take advantage of the Icelandic time difference (-2 hours) to organize the seminar days so that you have enough time before the seminar starts to take care of your professional or everyday life in Germany or simply have free time in Reykjavík.



þetta reddast

{teh-ta-red-ahst} • Icelandic

an expression used when facing challenging circumstances, meaning, “it will all work out okay”; a reminder to stop worrying about things that are out of your control.



ACCOMMODATION & PARTICIPATION COSTS

We have put together a full program for your time in Iceland, during which you will get to know nature and Icelandic life. On this page, you can see the associated participation costs.

COSTS

This program is a prototype that we are running for the second time. That is why we can offer the program at this price. A prototype does not always run perfectly—but that is precisely the key to our joint learning process.

Teilnahme: Euro 2590 + MwSt

[Simply send an email to register.](#)

The costs include all shuttles to the locations, the welcome dinner, and daily lunch. Flight and hotel must be paid for by the participant. Our event will take place with a minimum of 4 and a maximum of 12 participants. If the minimum number is not reached, we reserve the right to cancel the event.

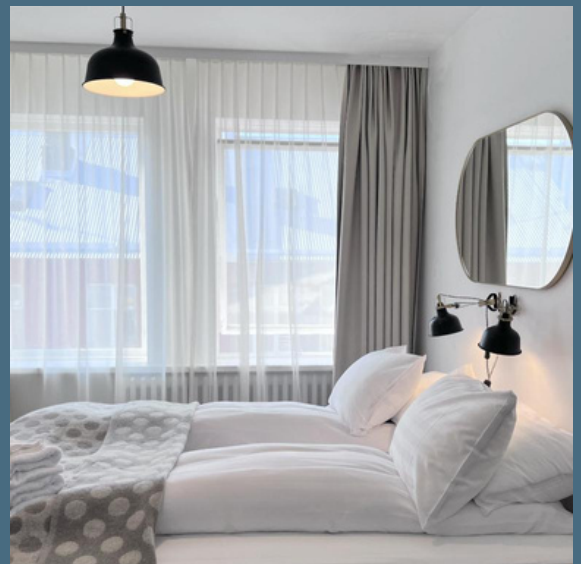
HOTELBUCHUNG & WORKSHOP-ORT

You must make your own hotel reservations. We wholeheartedly recommend Local101 and will be able to offer special rates there.

<https://www.local101.is/>

Our workshop center is the HafnarHaus, a creative community in the heart of Reykjavik.

<https://hafnar.community/hafnarhaus>



DO YOU HAVE SOME QUESTIONS

If you have any questions, please feel free to contact us by email at:

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