

Newsletter #5 Monday 23 March - Introducing Dorte Nielson

So ... what do we want for our children in South Africa? Are our classrooms alive with questions, learners who debate with courage, collaborate with purpose and build ideas with their own hands; education that does not simply deliver content but grows thinkers?

Allow us to introduce a woman who has dedicated her life to doing exactly that:
Dorte Nielsen.

Center for Applied Imagination

Born in Denmark, Dorte's creative journey began at [The Graphic Arts Institute of Denmark](#) and continued at [The School of Communication Arts](#) in London. She later earned a Master of Science in Creativity from the [International Center for Studies in Creativity in Buffalo](#), New York, where she received the prestigious Firestein Family Creative Achievement Award for her graduate work. Creativity, for Dorte, is not decorative. It is disciplined, researched and deeply practical.

In the 1990s, she worked in advertising in London, winning recognition at global platforms such as the Cannes International Advertising Festival, D&AD and the British Television Awards. Excellence was not accidental; it was crafted.

Returning to Denmark, she began teaching at the [Danish School of Media and Journalism](#), where she founded the Creative Communication bachelor's degree for art directors and conceptual thinkers. Under her leadership, it became one of the most award-winning advertising programmes in the world.

But perhaps most exciting for us as educators is this: after transforming creativity at university level, Dorte brought her curriculum into primary schools. She proved that creative thinking is not reserved for boardrooms or agencies. It belongs in ordinary classrooms.

Author of eight books, including [The Secret of the Highly Creative Thinker](#) and [The Divergent and Convergent Thinking Book](#), founder of Creative Thinker and FourSight Denmark, and Chairman of Creative Circle, Dorte Nielsen stands at the intersection of research, industry and education.

The Secret of the Highly Creative Thinker: How To Make Connections Others Don't

Dorte Nielsen, Sarah Thurber

And now for the best news ever: Coach in the Class is bringing Dorte to South Africa, in person, for our teachers! As the keynote speaker at our conference in August 2026, Dorte is here to help us develop practical, simple tools to grow adaptable, courageous thinkers.



We invite you to keep an eye on the [Coach in the Class 2026 Conference tab](#) as all conference updates and registration details will be available here shortly.

- Venue: Kirstenhof Primary School, Cape Town
- Dates: 14 and 15 August 2026
- 'Erlybird' registration available soon
- Conference speakers' list available soon

Follow us on Facebook and Instagram for up-to-the-minute information.

We look forward to meeting you all in August as we enjoy learning from Dorte and other inspirational presenters.