

# Certified Courses



# Creative Leadership and Innovative Management Workshop

## Why Attend

- Creative leadership and innovative management are recognized as key success drivers for organizations and individuals. They are competencies, given the right nurturing environment and support, can be developed and harnessed by anyone in any organization.
- In this workshop, you will learn how to develop those competencies in yourself and fostering the same in others. Finally, the workshop is designed to address personal challenges and aspirations regarding this topic. The ultimate intention of it is to provide with individualized solutions that work for you.

## Course Methodology

- The workshop uses a coaching based approach to achieve its intended learning objectives. It also uses group activities, team exercises, case studies to enhance that learning.

## Course Objectives

By the end of the course, participants will be able to:

- Describe the link between good leadership and creativity and innovation
- Apply self-awareness techniques in preparing for unleashing the natural creative inclination
- Teach, guide and support others in developing the needed self-awareness for creativity
- Build the right environment that nurtures and fosters creativity and innovation in others
- Use different tools and techniques to generate creative and innovative ideas

## Target Audience

- Supervisors, managers, team and project leaders, and all individuals who need to adopt a more creative approach at work, whether to solve problems, come up with new initiatives, initiate and introduce changes. The workshop will also benefit anyone interested in recognizing and developing their own or a group's creative potential.

## Target Competencies

- Self-awareness
- Leading people
- Influencing others
- Managing change
- Creativity
- Flexibility

### Creativity, Innovation, and Leadership

- What is leadership
- Types of leadership in the business world
- Authentic leadership
- Misperceptions of leadership
- Defining innovation and creativity
- Intelligence versus creativity
- Understanding the 2 hemispheres of the brain
- Right and left
- Lateral thinking

### Stimulate your creative brain

- Understanding your ego and emotional responses
- Emotional reactions based on protection
- Childhood experiences
- Societal and cultural programming
- Understanding emotions
- The impact of habit on acting and thinking
- Harnessing the power of habit
- Vertical development
- Horizontal development
- Stages of vertical development
- Self-leadership / identity leadership
- Leaders produce leaders

### Fostering creativity in team members

- The right team member selection
- Happiness as a driver of creativity
- Positivity and gratitude
- Thoughts and the need to control thoughts
- The difference between the real I and my thoughts
- Cultural restrictions
- Others influences
- The principal of coaching in driving creativity and innovation
- Resistance to change

## The right environment for creativity and innovation

- Setting the right environment
- Fear as an inhibitor of creativity
- Capitalizing on mistakes and failures
- The importance of understanding employees
- Enhancing employees' creativity and innovation
- Employee maturity
- Customizing your approach

## Creativity and innovation tools

- Facilitating brainstorming
- Process review matrix
- Lateral thinking
- Random stimulation techniques
- The four thinking styles

## Presenting and Getting Support for your new ideas

- Assessing and refining innovative Ideas
  - Cost benefit and risk analysis
  - Anticipating objections
  - Influencing decision makers by making a business case
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