



Consulting and Training | Reach New Heights

Course Name

Leading for creativity and innovation

Sector Name

Interpersonal Skills and Self Development

Document Type

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Leading for creativity and innovation

Course Introduction

Amazon, Netflix, and Uber - what do these three companies have in common, other than raking in billions of profit each year? They are part of the small sampling of companies that have completely restructured the landscape of their industries within a short period of time. They all have strong business models and have managed to dominate markets by adapting to changing customer demands as well as using technology to accelerate their own growth. They entered markets with new technologies or completely different approaches to doing business, leading to the decline of industry incumbents.

These companies have risen to the ladder of success through the comprehensive planning and constant re-evaluation of their business models. By identifying customer needs and quickly adapting their businesses to cater towards them, Amazon, Uber and Netflix have shown the power of being innovative and flexible in business.

The reality is that such innovations are not random; there is a pattern to the phenomena, and this course will allow participants to discover this formula. Participants will gain understanding of how to treat innovation as a process, one to be managed and turned into a driver of profits, growth and success.

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Leading for creativity and innovation

Target Audience

- ✓ **Senior Leaders and Executives:** CEOs, directors, and other top management professionals seeking to inspire and foster creativity and innovation within their organizations.
- ✓ **Managers and Team Leaders:** Individuals responsible for leading teams or departments who need to develop strategies for encouraging creativity and problem-solving within their teams.
- ✓ **Entrepreneurs and Startups:** People looking to create innovative business models or new products and services, where leadership and creativity are essential.
- ✓ **HR and Learning & Development Professionals:** Those involved in designing and facilitating organizational learning programs focused on creativity, innovation, and leadership development.

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Learning Objectives

- ✓ Understand the competitive dynamics of technology
- ✓ Obtain relevant tools and principles to actively manage the process of creating and selecting exceptional opportunities, and discover how to direct those opportunities to meet strategic business needs
- ✓ Identify future threats to ongoing growth
- ✓ Improve creative problem-solving skills and develop these skills throughout the organization
- ✓ Identify the patterns that compose disruptive innovation
- ✓ Create strategic opportunities that outpace competition
- ✓ Develop a system and environment that drives innovation across business cycles
- ✓ Inspire and improve the culture of innovation throughout your organization

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Course Outline

✓ DAY 01

Foundations of Creative Leadership

- ✓ What is creative leadership? Role of leaders in innovation
- ✓ Myths and realities of creativity in the workplace
- ✓ Types of innovation (incremental, disruptive, radical)
- ✓ The creative process: stages from idea to execution
- ✓ Leadership mindsets that enable vs. stifle creativity
- ✓ Understanding psychological safety and trust as innovation enablers

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Course Outline

✓ Day 02

Leading Teams for Creativity

- ✓ Building cognitively diverse teams for idea generation
- ✓ Encouraging creative confidence and team autonomy
- ✓ Techniques to facilitate group creativity: brainstorming, design sprints, lateral thinking
- ✓ Coaching for creativity: feedback that fuels innovation
- ✓ Managing conflict and constructive dissent in idea development

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Course Outline

✓ Day 03

Tools & Frameworks for Leading Innovation

- ✓ Design Thinking for leaders
- ✓ The Innovation Funnel: from exploration to execution
- ✓ Lean Startup and Agile Thinking for adaptive leadership
- ✓ Measuring innovation performance: KPIs and culture metrics
- ✓ Balancing creative freedom with strategic alignment

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Course Outline

✓ Day 04

Driving a Culture of Innovation

- ✓ Embedding innovation into organizational DNA
- ✓ Systems and structures that sustain creativity

Leadership storytelling to inspire change

- ✓ Recognizing and rewarding creativity
- ✓ Overcoming resistance and sustaining momentum

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 18, 2027	4 days	4250.00 \$	UAE , Dubai
April 18, 2027	April 21, 2027	4 days	4250.00 \$	KSA , Riyadh
Aug. 23, 2027	Aug. 26, 2027	4 days	4950.00 \$	Netherlands , Amsterdam
Oct. 11, 2027	Oct. 14, 2027	4 days	2150.00 \$	Virtual , Online
July 25, 2027	July 29, 2027	5 days	4250.00 \$	KSA , Riyadh

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