MERCURY

Creative Leadership and Innovative Management Workshop

1 – 5 November 2027
Barcelona (Spain)



Dubai - UAE: +971 4 450 5697
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Ref: 15667_1078520 **Date:** 1 – 5 November 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction:

The Creative Leadership and Innovative Management Practices workshop empowers leaders with the skills and strategies to foster team innovation and creativity. In today's rapidly evolving business environment, leading with creativity and managing innovation to achieve organizational success. Creative leadership is having innovative ideas and turning those ideas into tangible outcomes that can improve the organization.

Participants in this Creative Leadership and Innovative Management Practices workshop will understand the definition of creative leadership and its relevance to success and offer a hands-on exploration of innovative management solutions. They will actively engage in interactive sessions, hands-on activities, and discussions to develop their creative leadership skills, enabling them to inspire creativity, drive innovation, and lead their organizations to new heights.

This Creative Leadership and Innovative Management Practices workshop is designed to enhance the participants' abilities in creative leadership by focusing on its strengths and shedding light on what creative leadership is in a practical context. Through these sessions, leaders will learn to harness creative leadership ideas to navigate complex business challenges and inspire their teams.

Equipping managers with innovative management techniques is essential for implementing change and driving business growth. In this Creative Leadership and Innovative Management Practices course, participants will explore various innovative management strategies and learn how to apply innovative management systems effectively. They will delve into the practices that characterize innovative management and how it can be integrated within diverse organizational structures.

Targeted Groups:

- Senior Executives.
- Middle Managers.
- Team Leaders.
- Project Managers.
- Department Heads.
- Innovation Officers.
- Entrepreneurs.
- Business Development Managers.
- Change Management Professionals.
- HR Professionals.
- Strategic Planners.
- Organizational Development Specialists.

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Workshop Objectives:

At the end of this Creative Leadership and Innovative Management Practices workshop, participants will be able to:

- Enhance creative leadership skills.
- Foster innovative thinking and practices.
- Develop strategic vision and planning abilities.
- Improve team collaboration and communication.
- Strengthen problem-solving and decision-making skills.
- Implement effective change management strategies.
- Cultivate emotional intelligence and adaptability.
- Drive organizational innovation and growth.
- Build a culture of continuous improvement.
- Enhance project management capabilities.

Targeted Competencies:

By the end of this Creative Leadership and Innovative Management Practices training, participants competencies will:

- Creative Thinking.
- Innovative Problem-Solving.
- Strategic Visioning.
- Leadership Skills.
- Team Collaboration.
- Decision-Making.
- Change Management.
- Risk Management.
- Emotional Intelligence.
- Communication Skills.
- Adaptability.
- Project Management.

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Workshop Content:

Unit 1: Foundations of Creative Leadership:

- Understanding core principles of creative leadership.
- Identifying traits and behaviors of successful creative leaders.
- Exploring the impact of creative leadership on innovation and growth.
- Developing a unique leadership style that promotes creativity.
- Recognizing and overcoming common barriers to creativity.
- Emphasizing the importance of a growth mindset in leadership.
- Integrating creativity into daily leadership practices.

Unit 2: Innovation Management Techniques:

- Introduction to various innovation management frameworks.
- Techniques for brainstorming and generating innovative ideas.
- Evaluating and prioritizing innovative ideas for implementation.
- Implementing structured innovation processes within the organization.
- Strategies for fostering a culture of continuous innovation.
- Learning from case studies of successful innovation management.
- Utilizing technology and tools to support innovation efforts.
- Measuring and tracking the success of innovation initiatives.

Unit 3: Strategic Vision and Planning:

- Crafting a strategic vision that encourages and supports innovation.
- Aligning creative initiatives with broader organizational goals.
- Tools and methods for effective strategic planning.
- Assessing and managing risks associated with new strategies.
- Monitoring and adapting strategic plans in response to changes.
- Involving stakeholders in the strategic planning process.
- Setting measurable objectives and key results OKRs for innovation.
- Developing long-term and short-term innovation roadmaps.

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Unit 4: Enhancing Team Collaboration and Communication:

- Building and nurturing high-performing, creative teams.
- Encouraging collaborative problem-solving and creativity.
- Effective communication techniques for creative leaders.
- Facilitating productive team meetings and brainstorming sessions.
- Leveraging team diversity to enhance creativity and innovation.
- Resolving conflicts and fostering a positive team dynamic.
- Creating an environment of trust and psychological safety.
- Utilizing collaborative tools and platforms to enhance teamwork.

Unit 5: Change Management and Adaptability:

- Understanding the role of change management in driving innovation.
- Techniques for leading teams through periods of change.
- Building resilience and adaptability within teams and organizations.
- Managing resistance to change and addressing concerns.
- Implementing continuous improvement and iterative innovation processes.
- Communicating change effectively to all stakeholders.
- Training and upskilling teams to handle change and innovation.
- Evaluating the impact of change initiatives on organizational performance.