MERCURY

Leading with Critical Thinking, Creativity, and Innovation

10 – 14 October 2027
Amman (Jordan)



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Ref: 15648_1079221 **Date:** 10 – 14 October 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

In today's rapidly evolving business landscape, leadership demands more than traditional managerial skills. The Leading with Critical Thinking, Creativity, and Innovation course has become essential for navigating complexities and driving sustainable growth. Participants will understand creativity and innovation and how they can be leveraged to lead organizations toward a prosperous future.

The Leading with Critical Thinking, Creativity, and Innovation course delves into the strategic integration of critical thinking, fostering creativity, and cultivating a culture of innovation within organizational frameworks. Participants will gain actionable insights to inspire transformative change, solve intricate challenges, and propel their teams toward visionary outcomes.

By exploring these dynamic leadership facets, participants will explore the art of leadership through the lenses of critical thinking, creativity, and innovation. Exploring creativity and innovation as a key leadership skill involves appreciating the synergy between these two dynamic components. Creativity is often the spark that ignites the flame of innovation.

Innovation is the ability to think outside the box to develop new and original ideas that challenge the status quo. Conversely, it is about translating those creative ideas into tangible changes that improve processes, products, or services. The Leading with Critical Thinking, Creativity, and Innovation course will explain creativity and innovation and their critical role in staying ahead in today's fast-paced markets.

Participants will delve into the importance of creativity and innovation in fostering an agile and adaptive workplace capable of meeting the challenges of a constantly changing business environment. Additionally, we will discuss and practice creativity and innovation techniques, which can be instrumental in shaping a future-guided strategy.

Targeted Groups:

- Executives and senior managers are seeking to foster innovation in their organizations.
- Team leaders aim to enhance problem-solving capabilities through critical thinking.
- Entrepreneurs looking to cultivate a culture of creativity and innovation in startups.
- Project managers strive to integrate innovative strategies into project planning and execution.
- Middle managers are responsible for driving operational excellence through innovative practices.
- HR professionals are interested in fostering a creative and dynamic workplace environment.
- Educators and trainers focused on promoting critical thinking and innovation in educational settings.
- Consultants advising clients on implementing innovative solutions and strategies.

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Course Objectives:

At the end of this Leading with Critical Thinking, Creativity, and Innovation course, participants will be able to:

- Develop advanced critical thinking skills to analyze complex problems.
- Foster creativity through techniques and exercises designed to spark innovation.
- Implement strategies for integrating creativity and innovation into leadership practices.
- Cultivate a culture of innovation within teams and organizations.
- Enhance decision-making abilities using critical thinking and creative problem-solving approaches.
- Equip participants with tools to navigate uncertainty and change with innovative solutions.
- Foster collaboration among diverse teams to leverage creative insights for organizational success.
- Improve communication of innovative concepts to inspire and motivate others.

Targeted Competencies:

By the end of this Leading with Critical Thinking, Creativity, and Innovation training, participants competencies will:

- Critical Thinking.
- Creativity.
- Innovation Strategy.
- Leadership Empowerment.
- Decision-Making.
- Adaptability.
- Collaboration.
- Effective Communication.

Course Content:

Unit 1: Foundations of Critical Thinking:

- Introduction to the importance of critical thinking as a leader.
- Explore fundamental principles and frameworks of critical thinking.
- Techniques for analyzing data and evidence objectively.
- Practice exercises to develop analytical skills in decision-making.
- Application of critical thinking in strategic planning and problem-solving scenarios.
- Understand cognitive biases and their impact on decision quality.
- Case studies demonstrating successful applications of critical thinking in business contexts.

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Unit 2: Stimulating Creativity:

- The psychology behind creativity and its role in driving leading innovation.
- Methods for fostering creativity individually and within teams.
- Tools and exercises for brainstorming and idea generation.
- Techniques for overcoming creative blocks and nurturing a creative mindset.
- Explore different creativity techniques such as mind mapping and lateral thinking.
- Case examples of organizations leveraging creativity for competitive advantage.
- Practical activities to enhance creative problem-solving skills.

Unit 3: Integrating Innovation Strategies:

- Types of innovation product, process, organizational and their strategic impact.
- Develop an innovation strategy aligned with organizational objectives.
- Implement innovation frameworks like design thinking and lean startup.
- Tools for assessing innovation readiness and identifying opportunities.
- Manage innovation risks and foster a culture that embraces experimentation.
- Case studies illustrating successful innovation strategies across industries.
- Measure innovation performance and ROI.

Unit 4: Leading with Creativity and Innovation:

- Characteristics of innovative leaders and their influence on organizational culture.
- Strategies for creating an environment that supports continuous leading innovation.
- Empower teams to innovate and take calculated risks.
- Techniques for aligning innovation efforts with business goals.
- Build resilience and adaptability through innovation leadership.
- Best practices for leading cross-functional innovation initiatives.
- Real-world examples of leaders driving transformative change through innovation.

Unit 5: Communication and Implementation:

- Communicate innovative ideas effectively to gain support and alignment.
- Develop a clear implementation plan for innovative solutions.
- Strategies for overcoming resistance to change and gaining buy-in.
- Establish feedback mechanisms to refine and improve innovation initiatives.
- Monitor and evaluate the success of innovation projects.
- Create a culture of learning and continuous improvement.
- Leverage technology and digital tools to enhance innovation capabilities.