MERCURY

The Mechanics of Creativity and Innovative Ideas

14 – 18 February 2027
Dubai (UAE)



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Ref: 15024_264300 **Date:** 14 – 18 February 2027 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction:

Innovation and creativity are fundamental tenets of contemporary management. The reliance on traditional routines is increasingly inadequate for organizations because persistence in outdated practices may catalyze their downfall.

To secure their survival and progression, organizations must go beyond mere efficiency. Innovation, creativity, and originality must be the hallmarks of their performance, distinguishing them in a competitive market.

This creativity, innovation, and generation of new ideas course is achievable only by fostering an organizational culture that encourages and nurtures innovative thinking, allowing it to emerge, develop, and proliferate.

Modern management demands a transformation in decision-making styles and enhancements in methods for establishing priorities and objectives. This creativity and innovative ideas training illuminates this vital aspect of management, which is often undervalued and underscored in administrative practices.

Targeted Groups:

- Managers, Supervisors, and Team Leaders.
- HR Managers.
- HR Professionals.
- Employees seeking to enhance their careers with comprehensive knowledge.

Course Objectives:

By the end of this creativity, innovation, and generation of new ideas course, participants will have the skills to:

- Master a range of management excellence skills for efficient and effective business performance.
- Implement futuristic methodologies for organizational development.
- Enhance their cognition of modern, unconventional thought processes.
- Acquire administrative and technical competencies for developing strategic plans, policies, programs, and oversight.
- Make strategic decisions innovatively.
- Identify and navigate obstacles to innovation and strategic thinking.

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Targeted Competencies:

By the end of this creativity, innovation, and generation of new ideas training, target competencies will have the skills to:

- Management skills.
- Communication skills.
- Innovation.
- Creativity.
- Change management.
- Strategic thinking.

Innovative Ideas for the HR Department:

Creativity and innovation play a pivotal role in the evolution of Human Resources departments. By integrating creative and innovative HR ideas for the HR department, organizations can revamp their processes to attract and retain top talent, nurture a progressive workplace culture, and facilitate continuous improvement.

We delve into HR innovation ideas and explore new and creative methods to foster a dynamic and forward-thinking HR landscape within organizations. Participants will learn how to generate new innovative ideas and how to use these ideas to enhance HR functions and contribute to the broader goals of organizational excellence.

Course Content:

Unit 1: Fundamentals in The Management of Innovation and Creativity:

- The concept of innovation and creativity.
- Defining innovation in the marketplace.
- The characteristics of a creative society.
- Models of Innovative Science.
- The process of innovative thinking.

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Unit 2: How Time Affects The Process of Innovation and Creativity:

- Understanding time in the creative and innovative process.
- Cultivating an environment that is conducive to innovation and creativity.
- Identifying idea catalysts that are effective at any time.
- Recognizing time-related stimuli for creativity.
- Strategies for convincing others of innovative concepts.
- Engaging in workshops and applied cases for practical experience.

Unit 3: How Change Affects The Process of Innovation and Creativity:

- The dynamics of change in innovation.
- Approaches to managing change processes.
- The need for planned organizational change.
- Aligning change with organizational objectives.
- Is it a philosophy I make right for the first time?
- Differentiating change from innovation.
- Examining the primary trends that link change and innovation.
- Assessing the impact of change and innovation on organizations.

Unit 4: Strategic Thinking: A Key to Achieving Excellence and Creativity:

- Ensuring the continuity of strategic thinking.
- Determining requirements to sustain strategic thinking.
- Vocabulary associated with strategic thought.
- Outlining the general framework of planning and strategic thinking.
- Using matrices to determine strategic direction.
- Engaging in case studies and practical applications.
- Workshops and applied cases.

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Unit 5: Innovation and Creativity in Organizations:

- The management of innovation and creativity within organizations.
- Fostering innovation and creative cultures in the workplace.
- The role of management in organizational innovation.
- Characteristics of innovative organizations.
- Categorizing organizations by innovation type.
- Classification of organizations for innovation.
- Establishing principles for organizational innovation.
- Managing innovative activities in a corporate setting.
- Strategies for organizational technology advancement.
- Organizational planning methods for innovation.
- Structuring research and development within organizations.
- Strategy formulation for innovation and creativity.
- Identifying traits of fundamentally innovative organizations.