MERCURY

Creative Strategic Planning and Leadership Course

26 April – 7 May 2027
Amsterdam (Netherlands)



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Ref: 1137_277865 **Date:** 26 April – 7 May 2027 **Location:** Amsterdam (Netherlands) **Fees:** 9500 Euro

Introduction

This creative, strategic planning and leadership seminar is designed to provide leaders and professionals with transformational tools and techniques to help them strategically maximize their and their team's creative potential.

The creative, strategic planning and leadership course starting point is self-discovery: participants will work on the inside first and then focus outwards to impact the business world.

The first week of this 2-week creative, strategic planning, and leadership seminar will focus on thinking differently.

Participants in this creative, strategic planning and leadership course should be prepared to move out of their comfort zones and experiment with new ways of creating and communicating an inspiring leadership vision.

The second week in this creative, strategic planning and leadership seminar helps demystify the frequently misunderstood concept of 'strategy.'

While focusing on the analytical disciplines on which a successful strategy is based, it centers on strategic planning as a value-adding process that harnesses the leader's and the team's ability to combine analysis with creative thinking and enables ideas and plans to be nurtured to reality.

Targeted Groups

- Head of departments.
- Managers at all managerial levels.
- Supervisors and team leaders.
- Project managers.

Course Objectives

At the end of this creative, strategic planning, and leadership course, the participants will be able to:

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- Demonstrate innovative methods for harnessing others' creative potential.
- Communicate their vision in refreshing and engaging ways.
- Define the concepts of 'strategy' and 'strategic plans.'
- Understand and explain visionary thinking as part of the strategic process and apply strategic planning to their management issues.
- Place their part of the organization within the overall context of corporate strategy.
- Gain confidence in managing their contribution to strategic implementation.
- Increasing career flexibility vertically and horizontally.
- Accelerate thinking speed and problem resolution for dilemmas.
- Understanding of the impact of operational specialization on corporate strategy.
- Improve team working capabilities in analyzing and solving strategic problems creatively.
- Improve skills in ensuring the most effective impact of individual specializations.
- Greater motivation through multiple organizational levels.

Targeted Competencies

- Leadership skills.
- Strategic planning.
- Strategic thinking.
- Innovation.
- Problem-solving.
- Decision making.
- Communication skills.

Course Content

Unit 1: Creative Problem-Solving

- Leadership reality assessment.
- Leadership vs. management
- Understanding our brain function.
- Myths of creative, strategic planning, and leadership.
- The limitations of the rational.
- Divergent approaches to problem-solving.
- Letting go of logic.
- Analogous thinking modes.
- Convergent and divergent modes.

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Unit 2: Overcoming Personal Blockers to Creativity

- Sigmoid curve - lifecycle model.
- Continuous improvement.
- Breakthrough step change.
- Self-awareness and the nature of the ego.
- Personal goal alignment.
- Adoption and innovation: personal preferences for creating meaning.
- Exploring attitudes to risk.
- Left - and right-brain thinking.

Unit 3: Developing the Vision Creatively

- Six thinking hats.
- Using differing thinking styles.
- "JoHari' window."
- The business plan process and creating a vision.
- Harnessing the power of the team.
- Organizational culture and its influence on innovation.
- Letting go of the ego.
- Working with different creative preferences.

Unit 4: Communicating the Vision Creatively

- The 7 Steps Creative Process.
- Models of communication.
- Viral visioning.
- Authenticity and trust.
- Creativity tools, techniques, and strategy.
- Letting go of the vision.
- Leading without directing.
- Possible leadership beliefs.

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Unit 5: From Ideas to Action: Creativity and Change

- Motivation - hierarchy of needs.
- Overcoming organizational barriers to creativity and change.
- Nurturing a learning environment.
- Is Money a motivator?
- Personality profiling.
- Building a creative consensus.
- Engaging stakeholders creatively, strategic planning, and leadership.
- Influencing and motivating through change.

Unit 6: Strategic Thinking and Business Analysis

- What are strategy and strategic planning?
- Why are strategy and strategic planning important?
- What are the main conceptual frameworks?
- External analysis - understanding and analyzing business attractiveness - macro-environmental factors, growth drivers, competitive forces, and market dynamics.
- Benchmarking your own strategic position/competitor analysis.
- Analyzing customers.
- "Thinking backward from the customer."

Unit 7: Internal Analysis and Fusion of Analyses into Strategic Options

- The interface of external and internal analysis.
- Internal analysis is financial.
- Internal analysis is non-financial.
- The concept and practicalities of the "balanced scorecard."
- Diagnosing strategic problems and opportunities.
- Fusion of analyses into strategic choices - SWOT and the strategy matrix.
- Case examples of strategic choice.

Unit 8: Strategic Plans and the Relevance of Alliances and Joint Ventures

- Review of the tools used so far.
- The content of a strategy: avoiding "paralysis by analysis."
- Putting a strategic plan together - the 5-page framework.
- A real-life example of a business strategy/strategic plan.
- Strategies for alliances and joint ventures.
- Example of best practice in partnerships and joint ventures.

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Unit 9: Global Strategy, Teambuilding, and the Management of Internal Communication

- The essence of globalization and global strategy.
- Globalization - the strategic dimension.
- Globalization - the organizational dimension.
- Globalization - the human dimension.
- How do you build and manage a strategic planning team?
- Communicating strategy through the organization.
- Gaining your team's commitment and buy-in to the strategy.

Unit 10: Strategic Implementation and Getting the Value Out of Strategy

- Effective execution - converting strategic analysis and planning into action.
- Linking strategy with operational objectives.
- Implementation - getting practical things done.
- Creative, strategic planning, and leadership of your career.
- Creating tomorrow's organization out of today's organization.
- Conclusion - the corporate and individual value of strategic thinking.

Creative Strategy and Leadership Enhancement

In today's fast-paced business environment, leaders must engage in training strategic planning that is both creative and effective.

This advanced strategic planning training course is designed as a theoretical exercise and a practical, hands-on strategic planning workshop.

Participants will engage in strategic planning workshop exercises to develop a creative strategy course that fosters innovative thinking, visionary leadership workshop activities, and a comprehensive approach to strategic planning training and development.

Our strategic planning seminars serve as a cornerstone for aspiring strategic planning professionals, offering unparalleled insights into training strategy plans.

Whether you're looking for strategic planning seminars, courses, or a strategic management training experience that combines creativity with strategic prowess, this creative, strategic planning, and leadership course is tailored to elevate your expertise and professional insight.