MERCURY

Creative Strategic Information Technology IT Leadership Course

19 – 30 July 2027
London (UK)



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Ref: 1138_282124 **Date:** 19 – 30 July 2027 **Location:** London (UK) **Fees:** 9500 Euro

Introduction

This Creative Strategic Information Technology IT Leadership course provides an understanding of how creative thinking and strategic leadership intersect within modern Information Technology environments. It explores how IT leaders can move beyond traditional management approaches to become innovation-driven decision-makers. Participants will examine how creativity, influence, and strategic planning shape successful digital transformation initiatives. The program highlights the importance of aligning IT strategy with organizational goals in rapidly evolving technological ecosystems. Special attention is given to leadership behaviors that foster innovation, collaboration, and high-performance IT teams. Learners will be able to integrate creative leadership principles into real-world IT strategic challenges.

Targeted Groups

This Creative Strategic Information Technology IT Leadership training targets professionals seeking knowledge and skills:

- IT managers and team leaders are responsible for digital operations and infrastructure.
- Technology consultants involved in strategic IT advisory roles.
- Project and program managers in the IT and digital transformation sectors.
- Business analysts working on IT-driven organizational improvements.
- CIOs and senior executives are managing enterprise technology strategy.
- Innovation managers and digital transformation specialists.
- Technical leads aiming to strengthen leadership and decision-making skills.

Course Objectives

Participants will achieve the following objectives by completing the Creative Strategic Information Technology IT Leadership course:

- Understand core principles of creative and strategic IT leadership.
- Differentiate between leadership, management, and innovation roles in IT.
- Apply creative thinking tools to solve complex IT challenges.
- Develop a strategic vision aligned with organizational IT goals.
- Enhance decision-making with structured, analytical approaches.
- Strengthen the communication of IT value to stakeholders.
- Manage technology adoption, change, and innovation processes.
- Evaluate IT performance using modern metrics and standards.
- Build effective IT strategies, budgets, and governance models.
- Lead teams through transformation and continuous improvement.

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Targeted Competencies

Participants will gain the following competencies during the Creative Strategic Information Technology Leadership program:

- Strategic thinking for IT planning and digital transformation.
- Creative problem-solving in complex technology environments.
- Leadership influence and stakeholder management skills.
- Ability to design and evaluate IT governance frameworks.
- Competence in managing innovation and organizational change.
- Skills in aligning IT operations with business objectives.
- Proficiency in evaluating IT performance and quality systems.

Studying Scenarios

In this Creative Strategic Information Technology IT Leadership training, participants develop skills through the following scenarios:

- Analyzing IT leadership challenges in transforming traditional IT departments into innovation-driven units.
- Designing strategic IT plans that align with organizational vision and digital transformation goals.
- Managing resistance to change while implementing new technologies across enterprise environments.
- Evaluating IT investment decisions, vendor selection, and outsourcing strategies in real-world contexts.

Course Content

Unit 1: Foundations of Creative Leadership and Cognitive Thinking in IT

- Leadership reality assessment.
- Leadership vs. management.
- Understanding our brain function.
- Myths of creativity.
- 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: Personal Transformation and Barriers to Creative Thinking

- 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: Vision Creation and Strategic Thinking in Organizations

- Six thinking hats.
- Using differing thinking styles.
- "JoHari's window".
- The business plan process and vision creation.
- 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: Creative Communication and Leadership Influence

- The 7-Step 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.

Unit 5: Driving Change Through Creativity and Human Motivation

- 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 on strategic information technology leadership.
- Influencing and motivating through change.

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Unit 6: Strategic IT Leadership and Organizational Technology Management

- Understand the challenges of the IT manager.
- How do you value IT services?
- Communicate the IT value to upper management, peers, and end users.
- Understand the responsibilities of the IT team leader.
- Understand the strategy for managing existing technology.
- Know when to develop and adopt new technologies.
- Be aware of how to manage assets effectively.

Unit 7: Influence, Negotiation, and Decision-Making in IT Environments

- Understand the different types of influential power.
- Be aware of the various influence strategies.
- Select the most effective influence strategy for the situation.
- Understanding negotiation tactics and techniques.
- Use influence effectively to thrive as an IT manager.
- Apply strategic decision-making.
- Recognizing strategic decisions and initiatives.
- Apply strategic decision-making to vendor selection.
- Understand when to outsource.

Unit 8: IT Strategy Development, Planning, and Budget Governance

- Using the mission as an IT driver.
- Defining the customer profile.
- Understanding the partnership model.
- Creating a strategic plan.
- Planning and budgeting issues.

Unit 9: IT Quality, Performance, and Governance Excellence

- Understanding the importance of managing by process.
- Understand the definitions of quality.
- Applying maturity models.
- Using process management.
- Applying international standards.
- Developing a measurement strategy.
- Creating a Best Practices organization.
- Deploy metrics.
- Managing by facts and results.
- Integrate metrics into the strategic plan.

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Unit 10: IT Talent Management, Projects, and Strategic Execution

- Evaluating IT performance and metrics.
- Understanding delegation and motivation.
- Team building.
- Managing the management team and stakeholders.
- The importance of project management in strategic information technology leadership.
- Defining project manager talents and skills.
- Understanding the principles of project management.
- Balancing technical and corporate requirements.
- Balancing tactical and strategic decisions.
- Evaluating new and existing technologies.
- Balancing management styles and culture.

Final Insights & Key Takeaways

Creative IT leadership requires a balance between innovation, strategic thinking, and operational discipline to succeed in modern organizations. Effective IT leaders must continuously adapt their mindset to drive transformation, influence stakeholders, and deliver measurable business value.