



Techniques of Creativity & Innovative Ideas Training

2 – 6 November 2026
Madrid (Spain)



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Introduction:

In today's business landscape, creativity and innovation are not just beneficial. Participants in this innovative ideas and creativity skills training are imperative for any organization looking to thrive. Traditional approaches no longer suffice in the dynamic marketplace, and companies must strive beyond efficiency by fostering a culture that embraces creative and innovative ideas to stand out.

This innovative ideas and creativity skills course delves into creating a conducive organizational climate that nurtures and encourages creativity and innovative thinking. The weak link often found in management regarding the cultivation of innovation necessitates a focus on this pivotal topic, which is critical for modern management practices.

Targeted Groups:

- Managers.
- Incumbents of Administrative, Executive, and Consultative Positions.
- Head Of Department.
- Supervisors and Team Leaders.
- HR Professionals.
- Everyone is eager to develop creativity and innovation skills across various institutions and organizations.

Course Objectives:

By the end of this innovative ideas and creativity skills course, participants will be able to:

- Acquire managerial excellence skills for efficient and effective business performance.
- Utilize future-shaping methods required for their organizations
- Embrace modern and unconventional thinking.
- Gain administrative and technical skills for strategic planning and policy execution.
- Innovatively make strategic decisions.
- Overcome barriers to innovation and strategic thinking.

Targeted Competencies:

At the end of this innovative ideas and creativity skills training, participants competencies will be able to:

- Management skills.
- Innovation.
- Creativity.
- Time management.
- Change management.

Why is Creativity and Innovation Important?

Creativity and innovation are paramount in fostering a competitive edge for businesses. As part of the creativity and innovation training, we emphasize the indisputable benefits of creativity and innovation, from enhancing problem-solving capabilities to driving market growth and ensuring sustainability.

In this innovative ideas and creativity skills course, participants will learn the difference between creativity and innovation and apply these concepts to achieve remarkable outcomes.

A key outcome of this innovative ideas and creativity skills training is enabling participants to foster an atmosphere where innovative and creative ideas are the norm rather than the exception.

Learners will understand the concept of innovation and creativity in-depth, leading to the development of strategies that promote a vibrant culture of innovation within their organizations.

Course Content:

Unit 1: Fundamentals in Management of Innovation and Creativity:

- The concept of innovation and creativity.
- Define innovation through market analysis.
- Build an innovative community.
- Understand innovation paradigms.
- Develop innovative thinking skills.

Unit 2: The Impact of Time on The Innovation and Creativity Process:

- Harness time for creative and innovative solutions.
- Cultivate an environment that supports innovation and creativity.
- Prompt idea generation at any time.
- Time idea triggers.
- Convince others of your innovative ideas promptly.

Unit 3: The Impact of Change on The Innovation and Creativity Process:

- Grasp the essence of change and innovation
- Explore the process of creativity and innovation
- The planned change.
- Organizational goals for change.
- Recognize the philosophy behind making significant changes.
- Differentiate between change and innovation.
- Understand the relationship between change and innovation in organizations.
- Know the impact of change and innovation on the organization.

Unit 4: Strategic Thinking is The Most Important Real Investment to Achieve Excellence and Creativity:

- Sustain strategic thinking practices.
- Requirements for continual strategic thinking.
- Strategic thinking terminology.
- Framework for planning and strategic thinking.
- Utilize strategic direction matrices.

Unit 5: Innovation and Creativity in Organizations

- Managing innovation and creativity in organizations.
- Innovation and creativity in organizations.
- Directors of organizations and innovation.
- Innovative organizations.
- Innovation and types of organizations.
- Classification of organizations for innovations.
- Principles of innovation in organizations.
- Managing innovative activities in organizations.
- Organizations and technology strategy.
- Innovation planning in the organization.
- Organization of research and development activities.
- Innovation and creativity strategies.
- The basic features of innovative organizations.



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Conclusion:

Upon completing this innovative ideas and creativity skills course, attendees will obtain a creativity and innovation certificate, attesting to their competence in the field and capacity for creativity and innovation in practice.