MERCURY

Creativity and Innovation: Level 2 Course

13 – 17 December 2026
Cairo (Egypt)



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

MERCURY

Creativity and Innovation: Level 2 Course

Ref: 15555_314697 **Date:** 13 – 17 December 2026 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

Throughout this Level 2 creativity and innovation course, participants will be encouraged to engage in hands-on activities, discussions, and reflections to deepen their understanding and apply concepts in practical contexts. Creativity and innovation are the lifeblood of personal and corporate growth.

Participants in this Level 2 creativity and innovation training will have expanded their creative toolkit and gained valuable insights into unleashing their potential as catalysts for innovation in their personal and professional lives. They will prepare to unlock their creativity and embark on a journey of discovery and innovation.

This Level 2 creativity and innovation course will define and explain the importance of creativity and innovation. It will unravel the definition of creativity and innovation and examine its benefits. Participants will understand why creativity and innovation are important and how these concepts contribute to effective leadership, organizational success, and sociocultural advancements.

Targeted Groups:

The Level 2 creativity and innovation training is intended for:

- Professionals and Leaders.
- Creatives and Artists.
- Students and Educators.
- Startups and Entrepreneurs.
- HR and Learning and Development Professionals.
- Consultants and Change Agents.
- Community and Social Impact Leaders.
- Life-long Learners and Curious Minds.

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

Training Objectives:

At the end of this Level 2 creativity and innovation course, participants will:

- Exploring creativity and innovation's nature, theories, and underlying psychological principles will deepen and enhance participants' understanding.
- Cultivate creative thinking and foster participants' ability to think creatively, generate innovative ideas, and approach challenges with a fresh perspective.
- Develop problem-solving skills and equip participants with diverse problem-solving tools and techniques to effectively address complex issues and overcome obstacles.
- Promote innovation culture and enable participants to create and nurture a culture of innovation within their organizations or communities, fostering an environment where creativity thrives, and new ideas are embraced.
- Encourage experimentation and empower participants to embrace experimentation, risk-taking, and failure as integral parts of the innovation process, fostering a mindset of continuous learning and improvement.
- Inspire collaboration, encourage collaboration and interdisciplinary thinking, and recognize that diverse perspectives and expertise can fuel innovation and lead to breakthrough solutions.
- Apply learning to real-world contexts and provide opportunities for participants to apply theoretical concepts and frameworks to real-world scenarios and case studies, gaining practical insights into how creativity and innovation drive success across various domains.
- Facilitate and support participants' personal growth and development by fostering self-awareness, resilience, and a growth mindset, empowering them to unleash their creative potential.
- Promote ethical and responsible innovation and Emphasize the importance of ethical considerations and responsible practices in innovation, ensuring participants understand the broader societal implications of their creative endeavors.
- Empower participants as change agents and inspire them to become catalysts for positive change in their organizations, communities, and beyond, leveraging their creative abilities to tackle pressing challenges and create a brighter future for all.

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

Targeted Competencies:

Participants competencies in this Level 2 creativity and innovation training will:

- Creative thinking cultivates the ability to think divergently, generate innovative ideas, and connect seemingly unrelated concepts to solve complex problems creatively.
- Critical thinking and enhanced critical thinking skills to evaluate ideas, assess risks, and make informed decisions in the innovation process.
- Problem-solving and developing proficiency in applying various problem-solving methodologies and frameworks to address challenges effectively and identify opportunities for improvement.
- Adaptability and build resilience and adaptability to navigate uncertainty and change, embracing ambiguity as an opportunity for growth and innovation.
- Collaboration and foster collaboration and teamwork skills, including effective communication, active listening, and conflict resolution, to harness diverse teams' collective intelligence and creativity.
- Creativity tools and techniques stimulate innovation, generate breakthrough ideas, and enable the acquisition of a toolkit of creativity-enhancing methods and techniques, such as brainstorming, mind mapping, and design thinking.
- Innovation management and gain insights into the principles of innovation management, including idea generation, selection, implementation, and evaluation, to drive successful innovation initiatives.
- Leadership and influence and develop leadership skills to inspire and motivate others, foster a culture of innovation, and champion creative initiatives within organizations and communities.
- Entrepreneurial mindset and cultivate an entrepreneurial mindset characterized by curiosity, resilience, resourcefulness, and a willingness to take calculated risks to pursue innovative solutions.
- Ethical decision-making and understanding the ethical implications of innovation develop the ability to make responsible decisions considering the interests of stakeholders and society.
- Continuous learning and embracing a lifelong learning and continuous improvement mindset, seeking new knowledge, skills, and experiences to stay adaptive and innovative in a rapidly evolving world.

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

- Innovative communication and enhanced communication skills to effectively articulate and present innovative ideas, compellingly convey their value proposition and garner implementation support.

Course Content:

Unit 1. Understanding Creativity:

- Introduction to creativity and exploring the nature of creativity, its significance, and common misconceptions.
- The creative process and understanding the stages of the creative process and the factors that influence creativity.
- Psychological foundations and delving into the psychology of creativity, including cognitive processes, personality traits, and environmental influences.

Unit 2. Fostering Creative Thinking:

- Cultivating creativity and techniques for enhancing creative thinking, overcoming blocks, and fostering a creative mindset.
- Divergent and convergent thinking and understanding the balance between generating diverse ideas and converging on viable solutions.
- Creative problem-solving methods and introduction to various problem-solving methodologies, such as brainstorming, SCAMPER, and Six Thinking Hats.

Unit 3. The Innovation Landscape:

- Introduction to innovation, defining innovation, and exploring its importance for individuals, organizations, and society.
- Types of innovation and examining different innovation forms, including product, process, and business model innovation.
- Innovation ecosystems and understanding the interconnected networks of individuals, organizations, and institutions that drive innovation.

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

Unit 4. Driving Innovation Culture:

- Creating a culture of innovation and strategies to foster an organizational culture that encourages creativity, experimentation, and risk-taking.
- Leadership for innovation and exploring the role of leaders in championing innovation, inspiring teams, and removing barriers to creativity.
- Building innovation teams and best practices for assembling diverse, interdisciplinary teams and fostering collaboration and synergy.

Unit 5. Implementing Creative Solutions:

- Idea generation techniques and exploring various ideation methods, including design thinking, ideation games, and lateral thinking.
- Prototyping, iteration, and strategies for rapid prototyping, testing ideas, and iterating based on feedback to refine solutions.
- Overcoming resistance to change, addressing common barriers to innovation, and implementing strategies for overcoming resistance and driving adoption.

Unit 6. Ethical and Responsible Innovation:

- Ethics in innovation and examining ethical considerations in innovation, including privacy, fairness, and the responsible use of technology.
- Social impact and sustainability and exploring innovation's potential positive and negative impacts on society and the environment.
- Responsible innovation practices and best practices for integrating ethical considerations into the innovation process and promoting responsible innovation.

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

Unit 7. Case Studies and Applications:

- Real-world case studies and analyzing examples of successful innovation initiatives across various industries and sectors.
- Application exercises and engaging in hands-on activities, simulations, and group projects to apply course concepts to real-world scenarios.
- Reflection and integration, reflecting on learning experiences, identifying personal insights, and developing action plans for applying newfound knowledge and skills.