MERCURY

Creativity and Innovation: Level 3 Course

15 – 19 February 2027
Madrid (Spain)



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Ref: 15556_314772 **Date:** 15 – 19 February 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

The Level 3 creativity and innovation course is where visionary leadership meets the dynamic realm of creativity and innovation. Effective leadership is more than managing in today's rapidly evolving business landscape. It's about inspiring and driving innovation. It will equip aspiring leaders with the skills and insights to foster creativity, nurture innovation, and steer teams toward groundbreaking achievements.

In this Level 3 creativity and innovation course, participants are seasoned executives seeking fresh perspectives or emerging leaders eager to unlock their full potential, offering a transformative journey toward mastering the art of leading with creativity and driving innovation at every turn. They will be transformative learning experiences that will elevate your leadership prowess and empower you to navigate the complexities of the modern business world with confidence and ingenuity.

In this Level 3 creativity and innovation training, participants will penetrate the essential process of creativity and innovation. It provides a rich palette of strategies and insights to augment creativity and innovation skills, taking them from foundational principles to practical applications in the workplace and beyond. Attendees will be well-equipped to pursue a creativity and innovation certificate, reflecting their understanding and competence in this pivotal domain.

Creativity and innovation are often the lifeblood of a successful organization. What are creativity and innovation, if not the introduction and cultivation of new ideas, and what is the ability to look beyond conventional approaches to problem-solving? It offers a deep dive into the definition of creativity and innovation, helping participants recognize these concepts and, more importantly, the importance of creativity and innovation within their roles.

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Targeted Groups:

- Established Executives and Seasoned leaders want to enhance their leadership capabilities by integrating creativity and innovation into their management approach.
- Mid-level Managers and Professionals aspire to advance their careers by mastering the art of fostering creativity and driving innovation within their teams and organizations.
- Emerging Leaders and Individuals are poised to take on greater leadership responsibilities and seek to develop the skills necessary to lead with vision, creativity, and adaptability in today's competitive business environment.
- Entrepreneurial Minds, business owners, and startup founders are eager to cultivate a culture of innovation within their ventures and leverage creativity as a strategic advantage for growth and success.
- Cross-functional Teams and Groups of professionals from diverse backgrounds and disciplines who collaborate closely on projects and initiatives, aiming to harness the collective creativity and innovation potential within their teams for maximum impact.
- Learning and Development Professionals, HR professionals, and training specialists are tasked with designing and delivering leadership development programs. They seek to incorporate cutting-edge strategies for fostering creativity and innovation among their organization's leaders and teams.

Course Objectives:

At the end of this Level 3 creativity and innovation course, participants will:

- Foster a creative leadership mindset and empower leaders to embrace creativity, fostering team innovation.
- Drive effective innovation and equip with tools to lead initiatives from idea to implementation, ensuring growth.
- Cultivate a creative environment and encourage risk-taking and idea exploration within organizations.
- Develop adaptive leadership, navigate uncertainty, and seize opportunities in dynamic business landscapes.
- Enhance collaboration and foster teamwork and communication to leverage diverse perspectives.
- Implement strategic innovation management and align innovation processes with organizational goals for tangible outcomes.
- Utilize digital tools and introduce technologies to streamline innovation processes and boost productivity.
- Promote continuous improvement and instill a culture of learning and adaptation for sustained success.

Targeted Competencies:

Participants competencies in this Level 3 creativity and innovation training will:

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- Creative Problem-Solving.
- Visionary Leadership.
- Adaptability.
- Strategic Thinking.
- Collaboration.
- Innovation Management.
- Risk Management.
- Change Management.

Benefits and Importance of Creativity and Innovation:

Engaging in a Level 3 creativity and innovation course leads to more than just personal growth. It opens doors to myriad benefits of creativity and innovation. Leaders and organizations prioritizing these aspects can expect numerous advantages of creativity and innovation, including increased problem-solving abilities, improved productivity, and sustained competitive edge. Participants will learn to harness creativity and innovation techniques and understand their importance. Leaders play a critical role in embedding a culture of creativity and innovation within their organizations. Creativity and innovation leadership require knowledge and the practical application of creativity and innovation tools and theories.

This Level 3 creativity and innovation training will bridge the gap between leadership, creativity, and innovation, ensuring that participants gain a solid foundation and practical exposure to the nexus of these critical areas. The rapidly changing business environment, organizational creativity, and innovation become paramount in navigating the future. It sheds light on how to infuse creativity and innovation importance into the heart of corporate strategy, driving sustainable and innovative practices across every level of the organization.

Course Content:

Unit 1: Foundations of Creative Leadership:

- Understand the role of creativity in modern leadership.
- Explore the psychology of creativity and its implications for leadership.
- Examine historical and contemporary examples of creative leadership.
- Identify personal strengths and areas for development in creative leadership.
- Learn techniques to cultivate a creative mindset in oneself and others.

Unit 2: Innovation Strategy and Management:

- Define innovation and its significance in organizational success.
- Develop an innovation strategy aligned with organizational goals and values.
- Implement frameworks for managing the innovation process from ideation to execution.
- Analyze case studies of successful innovation strategies across industries.
- Assess and address barriers to innovation within teams and organizations.

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Unit 3: Leading Change and Adaptation:

- Understand the dynamics of change and its impact on organizations and individuals.
- Develop strategies for leading and managing organizational change effectively.
- Cultivate adaptability and resilience in oneself and others.
- Leverage creativity as a catalyst for positive change within teams and organizations.
- Address resistance to change and foster a culture of openness and experimentation.

Unit 4: Collaborative Innovation and Team Dynamics:

- Enhance collaboration and communication skills to foster innovation within teams.
- Build high-performing teams that leverage diverse perspectives and skills.
- Implement strategies for managing conflict and promoting constructive dialogue.
- Facilitating brainstorming sessions and design thinking workshops for idea generation.
- Empower team members to take ownership of innovation and contribute their unique insights.

Unit 5: Ethical Leadership and Sustainable Innovation:

- Explore the ethical considerations inherent in leadership, creativity, and innovation.
- Discuss the responsibilities of leaders in promoting ethical behavior and decision-making.
- Examine the social and environmental impact of innovation and technology.
- Develop strategies for promoting sustainability and responsible innovation practices.
- Incorporate ethical considerations into decision-making processes and organizational culture.