



## Creativity and Innovation Level 3

05 - 09 Aug 2024  
Casablanca (Morocco)



## Creativity and Innovation Level 3

**Ref.:** 15556\_314747 **Date:** 05 - 09 Aug 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

### Introduction:

The Creativity and Innovation Level 3 course is where visionary leadership meets the dynamic realm of creativity and innovation. In today's rapidly evolving business landscape, effective leadership isn't just about managing; it's about inspiring and driving innovation. This comprehensive course will equip aspiring leaders with the skills and insights to foster creativity, nurture innovation, and steer teams toward groundbreaking achievements.

Whether participants are seasoned executives seeking fresh perspectives or emerging leaders eager to unlock their full potential, this course offers a transformative journey toward mastering the art of leading with creativity and driving innovation at every turn. Get ready to embark on a transformative learning experience that will elevate your leadership prowess and empower you to navigate the complexities of the modern business world with confidence and ingenuity.

### Targeted Groups:

- **Established Executives:** Seasoned leaders want to enhance their leadership capabilities by integrating creativity and innovation into their management approach.
- **Mid-level Managers:** Professionals aspire to advance their careers by mastering the art of fostering creativity and driving innovation within their teams and organizations.
- **Emerging Leaders:** 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:** 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 and training specialists tasked with designing and delivering leadership development programs, seeking to incorporate cutting-edge strategies for fostering creativity and innovation among their organization's leaders and teams.

## Course Objectives:

- Foster Creative Leadership Mindset: Empower leaders to embrace creativity, fostering team innovation.
- Drive Effective Innovation: Equip with tools to lead initiatives from idea to implementation, ensuring growth.
- Cultivate Creativity Environment: Encourage risk-taking and idea exploration within organizations.
- Develop Adaptive Leadership: Navigate uncertainty and seize opportunities in dynamic business landscapes.
- Enhance Collaboration: Foster teamwork and communication to leverage diverse perspectives.
- Implement Strategic Innovation Management: Align innovation processes with organizational goals for tangible outcomes.
- Utilize Digital Tools: Introduce technologies to streamline innovation processes and boost productivity.
- Promote Continuous Improvement: Instill a culture of learning and adaptation for sustained success.

## Targeted Competencies:

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

## 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.

### **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.



**Registration form on the :  
Creativity and Innovation Level 3**

**code:** 15556 **From:** 05 - 09 Aug 2024 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

**Delegate Information**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Company Information**

Company Name:

Address:

City / Country:

**Person Responsible for Training and Development**

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

**Payment Method**

Please invoice me

Please invoice my company