



Creative Leadership and Innovative Management Workshop

30 Sep - 04 Oct 2024
Casablanca (Morocco)





Creative Leadership and Innovative Management Workshop

Ref.: 15667_319766 **Date:** 30 Sep - 04 Oct 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction:

The Creative Leadership and Innovative Management Workshop empowers leaders with the skills and strategies to foster team innovation and creativity. In today's rapidly evolving business environment, leading with creativity and managing innovation is critical to achieving organizational success.

This creative leadership and innovative management workshop will provide participants with a comprehensive framework for understanding the principles of creative leadership, exploring innovative management techniques, and effectively implementing these practices.

Participants in this creative leadership and innovative management training will engage in interactive sessions, hands-on activities, and collaborative discussions to develop their ability to inspire creativity, drive innovation, and lead their organizations to new heights.

Targeted Groups:

- Senior Executives.
- Middle Managers.
- Team Leaders.
- Project Managers.
- Department Heads.
- Innovation Officers.
- Entrepreneurs.
- Business Development Managers.
- Change Management Professionals.
- HR Professionals.
- Strategic Planners.
- Organizational Development Specialists.

Workshop Objectives:

At the end of this workshop, the participants will be able to:

- Enhance creative leadership skills.
- Foster innovative thinking and practices.
- Develop strategic vision and planning abilities.
- Improve team collaboration and communication.
- Strengthen problem-solving and decision-making skills.
- Implement effective change management strategies.
- Cultivate emotional intelligence and adaptability.
- Drive organizational innovation and growth.
- Build a culture of continuous improvement.
- Enhance project management capabilities.

Targeted Competencies:

- Creative Thinking.
- Innovative Problem-Solving.
- Strategic Visioning.
- Leadership Skills.
- Team Collaboration.
- Decision-Making.
- Change Management.
- Risk Management.
- Emotional Intelligence.
- Communication Skills.
- Adaptability.
- Project Management.

Workshop Content:

Unit 1: Foundations of Creative Leadership:

- Understanding core principles of creative leadership.
- Identifying traits and behaviors of successful creative leaders.
- Exploring the impact of creative leadership on innovation and growth.
- Developing a unique leadership style that promotes creativity.
- Recognizing and overcoming common barriers to creativity.
- Emphasizing the importance of a growth mindset in leadership.
- Integrating creativity into daily leadership practices.

Unit 2: Innovation Management Techniques:

- Introduction to various innovation management frameworks.
- Techniques for brainstorming and generating innovative ideas.
- Evaluating and prioritizing innovative ideas for implementation.
- Implementing structured innovation processes within the organization.
- Strategies for fostering a culture of continuous innovation.
- Learning from case studies of successful innovation management.
- Utilizing technology and tools to support innovation efforts.
- Measuring and tracking the success of innovation initiatives.

Unit 3: Strategic Vision and Planning:

- Crafting a strategic vision that encourages and supports innovation.
- Aligning creative initiatives with broader organizational goals.
- Tools and methods for effective strategic planning.
- Assessing and managing risks associated with new strategies.
- Monitoring and adapting strategic plans in response to changes.
- Involving stakeholders in the strategic planning process.
- Setting measurable objectives and key results OKRs for innovation.
- Developing long-term and short-term innovation roadmaps.

Unit 4: Enhancing Team Collaboration and Communication:

- Building and nurturing high-performing, creative teams.
- Encouraging collaborative problem-solving and creativity.
- Effective communication techniques for creative leaders.
- Facilitating productive team meetings and brainstorming sessions.
- Leveraging team diversity to enhance creativity and innovation.
- Resolving conflicts and fostering a positive team dynamic.
- Creating an environment of trust and psychological safety.
- Utilizing collaborative tools and platforms to enhance teamwork.

Unit 5: Change Management and Adaptability:

- Understanding the role of change management in driving innovation.
- Techniques for leading teams through periods of change.
- Building resilience and adaptability within teams and organizations.
- Managing resistance to change and addressing concerns.
- Implementing continuous improvement and iterative innovation processes.
- Communicating change effectively to all stakeholders.
- Training and upskilling teams to handle change and innovation.
- Evaluating the impact of change initiatives on organizational performance.



**Registration form on the :
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