

# € TRAINING

Creative Strategic IT Leadership



17 - 21 November 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Creative Strategic IT Leadership

REF: C507 DATE: 17 - 21 November 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5850 Euro

## Introduction:

This program is designed to provide IT leaders and professionals with a set of transformational tools and techniques to help them maximize their own and their team's creative potential. The starting point for this conference is self-discovery; participants will work on the inside first and then focus outwards onto the world of business

## Conference Objectives:

At the end of this conference the participants will be able to:

- Set out their leadership brand
- Demonstrate innovative methods for harnessing others' creative potential
- Articulate a vision using multiple sensory representations
- Communicate their vision in refreshing and engaging ways
- Identify critical components of a strategically-aligned IT department
- Apply value and performance measurement techniques
- Develop meaningful recruitment and retention policies
- Evaluate technology solutions, vendor selection, and outsourcing

## Targeted Audience:

- IT Team Leaders
- IT Managers
- IT Professionals from both Technical and Management Backgrounds
- IT Operations Staff,
- Networks/Systems and IT Projects staff
- Technical Professionals

## Conference Outlines:

### Unit 1: Creative Problem-Solving:

- Leadership Reality Assessment
- Leadership VS Management
- Understanding Our Brain Function
- Myths of Creativity
- The limitations of the rational
- Divergent approaches to problem-solving
- Letting go of logic
- Analogous thinking modes
- Convergent and divergent modes

## Unit 2: Overcoming Personal Blockers to Creativity:

- Sigmoid Curve
- Lifecycle Model
- Continuous Improvement
- Breakthrough step change
- Self-awareness and the nature of the ego
- Personal goal alignment
- Adaption and innovation: personal preferences for creating meaning
- Exploring attitudes to risk
- Left- and right-brain thinking

## Unit 3: Developing Vision Creatively:

- Six thinking hats
- Using differing thinking styles
- JoHari's window
- The business plan process & creating a vision
- Harnessing the power of the team
- Organizational culture and its influence on innovation
- Letting go of the ego
- Working with different creative preferences

## Unit 4: Communicating the Vision Creatively:

- The 7 Step Creative Process
- Models of communication
- Viral visioning
- Authenticity and trust
- Creativity tools, techniques & strategy
- Letting go of the vision
- Leading without directing
- Possible leadership beliefs

## Unit 5: From Ideas to Action: Creativity and Change:

- Motivation
- Hierarchy of Needs
- Overcoming organizational barriers to creativity and change
- Nurturing a learning environment
- Is Money a motivator?
- Personality Profiling
- Building a creative consensus
- Engaging stakeholders creatively
- Influencing and motivating through change