

# € TRAINING

Strategic Leadership for Innovative Work  
Environments



29 July - 2 August 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Leadership for Innovative Work Environments

REF: M1456 DATE: 29 July - 2 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Strategic Leadership for Innovative Work Environments is a comprehensive training program designed to equip individuals with the necessary skills and tools to lead effectively in dynamic and innovative workplace settings. Participants will learn how to foster creativity, inspire innovation, and drive strategic initiatives that propel organizational success.

## Program Objectives:

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

- Describe the link between good leadership and creativity and innovation.
- Apply self-awareness techniques in preparing for unleashing the natural creative inclination.
- Teach, guide and support others in developing the needed self-awareness for creativity.
- Build the right environment that nurtures and fosters creativity and innovation in others.
- Use different tools and techniques to generate creative and innovative ideas.

## Targeted Audience:

- Managers and executives seeking to enhance their strategic leadership skills.
- Professionals interested in fostering innovation within their organizations.
- Leaders aiming to create and sustain innovative work environments.
- Individuals responsible for driving strategic initiatives and organizational change.
- Teams and departments focused on improving leadership effectiveness and innovation capabilities.

## Program Outlines:

### Unit 1:

#### Tools and Means of Strategic Leadership Influence:

- Project requirement, Yielding benefit and The compulsion of oppression.
- Influence based on experience and Based on persuasion.

- Inspiration and enthusiasm.
- Development and change of values and beliefs.
- Develop the leader of information.
- Development of environmental conditions.
- Admiration and personal affiliation.
- Participation in the resolution.

## Unit 2:

### Rehabilitation and Development of an Individual's Innovative Thinking:

- The nature and importance of personal influence.
- Characteristics of innovative administrators.
- Development of individual creative abilities.
- Model of linking individuals to organizational processes.
- Model of individual innovation and creativity in the regulatory environment.
- Developing the skills of innovation and creativity.

## Unit 3:

### Training in Creative Solutions and Mental Cooperation:

- Innovative creative approaches.
- Creative entry levels to solve problems.
- Comparison of training between innovative creative entry levels.
- Mental cooperation.
- Steps of the process of mental cooperation.

## Unit 4:

### Important Points of Innovation and Creativity From a Strategic Perspective:

- Innovation and creativity in contemporary strategic language.
- Importance of commodity innovations for strategic planning.

- Organization of commodity innovations.
- Innovative strategic planning.
- Strategic information as a key to innovation.
- Strategic considerations for innovation.

## Unit 5:

### Strategic Management of Innovation in Work Environments:

- Innovative environment.
- Compilation of inventions.
- Strategic exploitation of innovations.
- Cooperation between the industry and the university as an industrial strategy.
- Assistance for innovations.
- Protection of innovations.