

# € TRAINING

Leading Using Critical Thinking With  
Creativity and Innovation



16 - 20 September 2024  
Casablanca (Morocco)  
New Hotel



# Leading Using Critical Thinking With Creativity and Innovation

REF: M2070 DATE: 16 - 20 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The "Leading Using Critical Thinking With Creativity and Innovation" training program equips leaders with the skills to foster innovative thinking and problem-solving. Through critical thinking methodologies and creative techniques, participants learn to navigate challenges and drive meaningful change.

## Program Objectives:

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

- Foster a culture of innovation and creativity in the workplace.
- Realize and leverage the enormous capabilities of their brains to enable new ways of thinking, acting, and being.
- Comfortably and creatively communicate their ideas.
- Combine reason with intuition to make more informed decisions.
- Overcome innovation obstacles and challenge conventional methods for addressing employment difficulties.
- Create teams that are adaptable, imaginative, and motivated.

## Targeted Audience:

- Leaders and Managers.
- Supervisors and Team Leaders.
- HR Professionals.
- Team Members who require high levels of creativity and innovation in their jobs.
- Entrepreneurs and Freelancers.

## Program Outline:

### Unit 1:

#### The Creative Brain - Exploring Ways of Thinking:

- What is Creativity? What is Innovation?

- Creativity and Self-Perception.
- Measuring Creativity.
- Divergent vs. Convergence Thinking.
- Lateral Thinking.
- Left and Right Brain Roles in the Innovation and Creativity Process.
- Ways to Boost Your Creativity.

## Unit 2:

### Leadership - Igniting the Creative Spark in your Team:

- Big Picture Thinking - Why are we here? What are we trying to create?
- The Big 5 P's of Creativity - Philosophy, Place, People, Process and Product.
- Vision Boards - Harnessing the Power of Intention.
- Tapping into and Motivating Talent.
- Empowering Individual and Team Creativity.
- Harnessing the Power of Conflict and Differences.

## Unit 3:

### Critical Thinking - Evaluating and Presenting Ideas:

- Insight and Intuition - Trusting your Gut.
- Logical and Intuitive Decision Making.
- Is this Practical? - A Checklist for Feasibility.
- Presenting Ideas through Metaphor and Analogy.
- The Power of Story Telling.
- The Power of Visuals in Presenting your Ideas.
- Overcoming Resistance to Change.

## Unit 4:

### Creativity and Innovation in a Brave New World:

- Using Technology to Enhance Creativity.
- Spotting Trends and Setting Trends.
- Developing a Creative Working Environment.
- Develop a Culture of Creativity and Innovation.
- Learning from Successful Companies.
- Advice from the Best Creative Minds.

## Unit 5:

### Creativity and Problem Solving Processes:

- An Overview of Different Problem Solving Processes.
- Methods of Analysis.
- How to Become a Creative Genius.
- Overcoming Creative Blocks.
- Mind Mapping - The Swiss Army Knife of the Brain.
- The Six Hat Approach.
- A Toolbox of Creative Thinking Methodologies.