

# € TRAINING

Igniting Creativity for Workplace Excellence



1 - 5 July 2024  
Casablanca (Morocco)  
New Hotel



# Igniting Creativity for Workplace Excellence

REF: M110 DATE: 1 - 5 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

By applying creativity to the tasks and challenges you face in your work, you will begin to experience breakthroughs you never thought possible. You will feel sure you really are on the creative edge and be able to consider different sides of an issue while anticipating a broader range of possibilities. In this training program you will discover how to build and expand your creative abilities, and how to obtain transformational leadership.

## Program Objectives:

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

- Build a culture that promotes innovation & creativity.
- Become familiar with different styles of thinking and identify your personal preferences.
- Develop creativity for transformational leadership.
- Learn how to find out what you don't know and solve the real problem.
- Challenge existing approaches to workplace issues.
- Develop flexible creative and well-motivated teams.

## Targeted Audience:

- Managers and team leaders seeking to foster a more innovative and creative work environment.
- Employees at all levels interested in unlocking their creative potential and contributing to workplace excellence.
- HR professionals aiming to develop strategies for cultivating creativity and innovation within their organizations.
- Entrepreneurs and business owners looking to infuse creativity into their business processes and practices.

## Program Outlines:

### Unit 1:

#### Understanding Your Creativity:

- Creativity & your personality.

- Understand and use personality styles as a management tool.
- Creative flexibility to manage effectively.
- Importance of perception.
- Maximizing our perceptual ability.
- Creativity and the Holistic Model.
- Creative people from the past.
- Building a Creative Model.

## Unit 2:

### Generating Creativity:

- Understand how creative thinking works.
- Developing Openness to new ideas.
- Distinguish stages of the creative process.
- Recognize what makes excellent creative thinking.
- Identify and understand the creativity in others.
- Developing a Creative environment.
- Consciousness and competence.

## Unit 3:

### Strategies for Creative Problem Solving:

- Problem-solving strategies.
- Getting in the right mindset.
- Taking risks & looking for paradigm shifts.
- Defining the Real Problem.
- Recognizing mental blocks to creativity.
- Brainstorming for solutions.
- Utilizing the SLIP technique.

- Utilizing the drill down the funnel.

#### Unit 4:

##### Encouraging a Creative Climate at Work:

- Releasing creativity at work.
- Fostering creativity.
- Incubating ideas.
- Challenging assumptions.
- Creativity for business breakthroughs.
- Sharpen your creative thinking: Metaphors & Analogies.
- Releasing Creativity through Coaching.
- Sharing information for creative solutions.

#### Unit 5:

##### Leading on The Creative Edge:

- Innovative leadership for an excellent performance.
- Convergent & Divergent Thinking Skills.
- Developing creative potential in teams.
- Understanding creative people.
- Motivating creative individuals at work.
- Interacting creatively.
- Planning your Creative future.