

# € TRAINING

Leading Creatively



23 - 27 September 2024  
Madrid (Spain)



# Leading Creatively

REF: M1121 DATE: 23 - 27 September 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

This training program is a dynamic and interactive initiative designed to foster innovative thinking and leadership capabilities among participants. Through a combination of theoretical insights, practical exercises, and experiential learning, this program empowers leaders to unleash their creative potential and drive positive change within their organizations.

## Program Objectives:

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

- Harness their creative potential to inspire innovative solutions to complex challenges within their organizations.
- Foster a culture of creativity and innovation among team members, encouraging collaboration and experimentation.
- Apply creative leadership strategies to drive positive change and adapt to evolving business landscapes.
- Effectively communicate and champion creative ideas, gaining buy-in and support from stakeholders.
- Navigate ambiguity and uncertainty with confidence, leveraging creative thinking to identify opportunities for growth and success.
- Continuously cultivate and sustain their creative leadership skills, driving ongoing innovation and excellence within their teams and organizations.

## Targeted Audience:

- Executives and senior managers seeking to enhance their creative leadership skills.
- Team leaders and project managers looking to foster a culture of innovation within their teams.
- Professionals from diverse industries and sectors aiming to develop their ability to lead creatively.
- Entrepreneurs and business owners interested in leveraging creativity as a strategic advantage in their organizations.
- Heads of Department.
- Finance Directors.

## Program 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 and 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.
- Organisational Culture and its Influence on Innovation.
- Letting Go of the Ego.
- Working with Different Creative Preferences.

#### Unit 4:

##### Communicating 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 Organisational 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.