

# € TRAINING

Smart Leadership



7 - 11 October 2024  
Casablanca (Morocco)  
New Hotel



## Smart Leadership

REF: M13 DATE: 7 - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

### Introduction:

This program offers an opportunity to focus on the development and nurturing of people, processes and practices that foster innovation to come up with better methods and services to outperform the competition. The course will demonstrate how to take the strategic plan and process to the next level and gaining the essential "buy-in" from all employees by a methodology proven by some of the world's largest corporations.

### Program Objectives:

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

- Set creativity and innovation in a strategic context.
- Understand the drivers for a greater emphasis on business on creativity and innovation.
- Identify the processes and activities which support creativity and innovation in organizations.
- Identify the strategies, tools, and techniques to improve levels of creativity and innovation.
- Understand how the process of change can block or enable employees at all levels to resist or embrace a greater emphasis on creativity and innovation.
- Understand the crucial role and skills of the leader in creating an environment where creativity and innovation thrive.

### Targeted Audience:

- Managers among all managerial levels.
- Supervisors.
- Team leaders.
- Human Resources department.
- Employees who interested to gain very important and essential skills to improve their career path.

### Program Outlines:

Unit 1:

Encouraging a Creative Environment at Work:

- Innovative leadership for excellent performance.
- The crucial mass for change and innovation.
- Innovation VS Constant improvement.
- How a leader creates a climate of innovation.
- Innovation and current business breakthroughs.

## Unit 2:

### Gaining the Participation of the Workforce:

- The G.E. "Workout" Strategy.
- Developing creative solutions for strategies.
- Gaining the "Buy-In" from the workforce.
- Overcoming paradigms.
- Dealing with organizational "Drift".
- Case Study on Gaining Empowerment.

## Unit 3:

### Leading on The Creative Edge:

- Developing creative potential in people and teams.
- Understanding creative people.
- Convergent & divergent thinking skills.
- Motivating creative individuals at work.
- Incubating ideas and Interacting creatively.
- Converting expenses to assets using creativity.

## Unit 4:

### Creating a Motivating Climate for Higher Productivity:

- The Ten Key Elements to setting up new missions.
- Setting goals and targets creatively.

- Creating a "Sense of Significance".
- Rewarding performance.
- The Four-Step "Pygmalion" theory.
- Generational motivators.

## Unit 5:

### Driving Strategic Change:

- Managing the change process.
- Kotter's change management techniques.
- Communicating with a sense of urgency.
- The downside of change.
- Creating a climate of constant change.
- Successful techniques for changing people.