



*Training Course:
Promote innovation and creativity*

*4 - 8 August 2025
Casablanca (Morocco)
New Hotel*

Training Course: Promote innovation and creativity

Training Course code: PS235030 From: 4 - 8 August 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Innovation and creativity are essential for the growth and success of any organization. As a manager, you play a critical role in promoting and fostering a culture of innovation and creativity within your team. This training program aims to provide managers with the necessary knowledge, tools, and techniques to create an environment that encourages innovative thinking and fosters creativity.

Methodologies

The training program will utilize a combination of lectures, group discussions, case studies, and practical exercises to provide a comprehensive learning experience. Participants will also have the opportunity to engage in hands-on activities to develop their creativity and innovation skills.

Target Audience

This training program is designed for managers who are interested in promoting innovation and creativity within their teams. The program is suitable for both experienced and new managers who want to learn how to create an environment that fosters innovation and creativity.

Objectives

- Understand the importance of innovation and creativity in the workplace.
- Learn how to create a culture that promotes innovation and creativity.
- Discover methods for generating new ideas and problem-solving.
- Understand the role of leadership in promoting innovation and creativity.
- Develop practical skills and techniques for encouraging innovation and creativity within your team.

Course Outline

Day 1: Introduction to Innovation and Creativity

- Definition of innovation and creativity
- The benefits of promoting innovation and creativity
- The role of innovation in business success
- Case studies of successful innovative companies

Day 2: Creating a Culture of Innovation

- Understanding the elements of a culture of innovation
- Identifying barriers to innovation and creativity
- Developing strategies for creating a culture of innovation
- Case studies of companies with innovative cultures

Day 3: Generating New Ideas and Problem-Solving

- Techniques for generating new ideas
- Developing a process for problem-solving
- Practical exercises for developing creativity and problem-solving skills
- Case studies of companies that excel in idea generation and problem-solving

Day 4: Leadership and Innovation

- The role of leadership in promoting innovation and creativity
- Techniques for leading innovative teams
- Developing an innovation strategy
- Case studies of companies with innovative leaders

Day 5: Implementation and Action Planning

- Developing an action plan for promoting innovation and creativity
- Strategies for implementing an innovation culture
- Measuring success and tracking progress
- Next steps for promoting innovation and creativity within your team

Registration form on the Training Course: Promote innovation and creativity

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

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