



Conference:
Leadership, Critical Thinking and Innovation

31 August - 4 September 2025
Cairo (Egypt)
Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Conference: Leadership, Critical Thinking and Innovation

Conference code: CO8137 From: 31 August - 4 September 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 3875 € Euro

Introduction

This seminar empowers you to harness creativity for breakthroughs in your work, enabling fresh perspectives and innovative solutions. Discover how to expand your creative abilities and motivate creativity in your team. Learn to find creative solutions, make better decisions, and recognize and encourage creative talents. Challenge assumptions and broaden perceptions to unlock new possibilities. Elevate your creative edge for greater workplace success.

Objectives

- 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

Methodology

This conference uses self-assessment questionnaires, models, practical exercises, case studies, presentations, and group discussions to develop creative thinking and innovative decision-making skills. The use of participants' own real work situations adds reality and enhances the transference of learning. This is a non-threatening environment that will allow participants to practice safe techniques they will then transfer to the workplace.

Organizational Impact

- Align their efforts to achieve organizational goals and objectives.
- build and develop their team's working style and processes,
- Enhance their team's commitment and achievement.
- Transfer the classroom learning directly to the workplace with immediate impact
- Create a climate of innovation amongst their teams
- Create ownership of complex problems and empower solutions

Personal Impact

- Consolidate the tools and techniques for thinking creatively,
- Make better decisions and solving problems innovatively and successfully.
- Learn a process for ensuring that your team contribute effectively
- Enhance creative thinking in the workplace.
- Display the confidence to tackle complex issues courageously
- Employ a comprehensive toolkit of processes and techniques to ensure success in any situation.

Outlines

Day 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

Day 2: Generating Creativity

- Understand how creative thinking works
- Developing Openness to new ideas
- The Creative Mind: Whole Brain Thinking
- 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

Day 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

Day 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

Day 5: Leading on the creative edge

- Innovative leadership for 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

Registration form on the Conference: Leadership, Critical Thinking and Innovation

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