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**Global Horizon**
TRAINING CENTER



*Training Course:*
*Promote innovation and creativity*

*22 - 26 December 2025*
*Geneva (Switzerland)*

# Training Course:
# Promote innovation and creativity

Training Course code: PS235030 From: 22 - 26 December 2025 Venue: Geneva (Switzerland) - Training Course Fees: 5750 ⬜ 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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): ..........................................................................................................
Position: ............................................................................................................................................
Telephone / Mobile: ..........................................................................................................................
Personal E-Mail: ...............................................................................................................................
Official E-Mail: ..................................................................................................................................

### Company Information

Company Name: .................................................................................................................................
Address: .............................................................................................................................................
City / Country: ...................................................................................................................................

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ..........................................................................................................
Position: ............................................................................................................................................
Telephone / Mobile: ..........................................................................................................................
Personal E-Mail: ...............................................................................................................................
Official E-Mail: ..................................................................................................................................

### Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

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### Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |