



*Training Course:
Leadership, Critical Thinking and Innovation*

*10 - 14 August 2026
Casablanca (Morocco)*

Training Course: Leadership, Critical Thinking and Innovation

Training Course code: LS1109 From: 10 - 14 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

By applying creativity to the tasks and challenges you face in your work, you will begin to experience breakthroughs you never thought possible. You will feel sure you really are on the creative edge and be able to consider different sides of an issue while anticipating a broader range of possibilities. In this seminar you will discover how to build and expand your creative abilities.

Participants will develop the following competencies:

- Use effective communication to motivate creativity in your team
- Help your team find creative solutions to workplace challenges
- Come to better conclusions and decisions more often
- Recognize and encourage creative people
- Learn how to challenge assumptions and expand perceptions about situations

Objectives

This seminar aims to enable participants to achieve the following 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

Target Audience

- Senior Executives and Directors
- Department Managers and Team Leaders
- HR and Organizational Development Professionals
- Business Development and Strategy Professionals

- Entrepreneurs and Business Owners
- Project and Program Managers
- Innovation Managers and Change Agents
- Aspiring Leaders and High-Potential Professionals

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 Training Course: Leadership, Critical Thinking and Innovation

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