



*Training Course:
Creative Strategic IT*

*21 December 2026 - 1 January 2027
Madrid (Spain)*

Training Course: Creative Strategic IT

Training Course code: IT1138 From: 21 December 2026 - 1 January 2027 Venue: Madrid (Spain) - Training Course Fees: 10300 € Euro

Introduction

This seminar is designed to provide IT leaders and professionals with a set of transformational tools and techniques to help them maximize their own and their team's creative potential. The starting point for this seminar is self-discovery; participants will work on the inside first and then focus outwards onto the world of business.

The initial focus of the seminar will be:

- Preparation to move out of your comfort zone and experiment with new ways of creating and communicating an inspiring leadership vision.
- To define IT strategy and set out techniques for leading an agile IT organization that is customer-centric, makes good strategic management and technical decisions, and leverages IT resources effectively.
- The emphasis on the strategic importance of information services to the enterprise and their contribution as a critical partner in meeting business goals.
- Identifying opportunities for new kinds of thinking and learning to challenge the givens without breaking the bonds
- How to improve your negotiation skills and overcome departmental and organizational obstacles to success

Course Objectives

By the end of this program you will be able to:

- Set out their personal leadership brand
- Demonstrate innovative methods for harnessing others' creative potential
- Articulate a vision using multiple sensory representations
- Communicate their vision in refreshing and engaging ways
- Identify critical components of a strategically-aligned IT department
- Apply value and performance measurement techniques
- Develop meaningful recruitment and retention policies
- Evaluate technology solutions, vendor selection, and outsourcing

Target Audience

- IT leaders and senior IT professionals
- IT managers and team leaders across technical and business functions
- Infrastructure, systems, and network managers
- Professionals responsible for IT strategy, governance, and service delivery
- Experienced IT staff preparing for leadership or strategic roles
- Technical professionals transitioning into IT management positions
- Business and technology professionals involved in digital transformation
- IT consultants, advisors, and solution architects involved in enterprise IT planning
- Individuals responsible for managing IT teams, budgets, vendors, and projects
- Professionals seeking to strengthen leadership, creativity, and strategic decision-making skills in IT

environments

Course Outlines

Module I

Leading Creatively

Day 1: Creative Problem-Solving

- Leadership Reality Assessment
- Leadership Vs Management
- Understanding Our Brain Function
- Myths of Creativity
- The limitations of the rational
- Divergent approaches to problem-solving
- Letting go of logic
- Analogous thinking modes
- Convergent and divergent modes

Day 2: Overcoming Personal Blockers to Creativity

- Sigmoid Curve - Lifecycle Model
- Continuous Improvement
- Breakthrough step change
- Self-awareness and the nature of the ego
- Personal goal alignment
- Adaption and innovation: personal preferences for creating meaning
- Exploring attitudes to risk
- Left- and right-brain thinking

Day 3: Developing the Vision Creatively

- Six thinking hats
- Using differing thinking styles
- Johari's window
- The business plan process & creating a vision
- Harnessing the power of the team
- Organizational culture and its influence on innovation
- Letting go of the ego
- Working with different creative preferences

Day 4: Communicating the Vision Creatively

- The 7 Step Creative Process
- Models of communication
- Viral visioning
- Authenticity and trust
- Creativity tools, techniques & strategy
- Letting go of the vision
- Leading without directing
- Possible leadership beliefs

Day 5: From Ideas to Action: Creativity and Change

- Motivation - Hierarchy of Needs
- Overcoming organizational barriers to creativity and change
- Nurturing a learning environment
- Is Money a motivator?
- Personality Profiling
- Building a creative consensus
- Engaging stakeholders creatively
- Influencing and motivating through change

Module II

Strategic IT Leadership

Day 6: Leading and Managing the IT Department

- Understand the challenges of the IT manager
- How to value IT services
- Communicate IT value to upper management, peers, and end-users.
- Understand the responsibilities of the IT team leader.

Managing Technology

- Understand the Strategy for Managing Existing Technology
- Know when to develop and adopt New Technologies
- Be Aware of how to manage assets effectively.

Day 7: Using Influence

- Understand the different types of influential power.
- Be aware of the various influence strategies
- Select the most effective influence strategy for the situation
- Understanding negotiations, tactics, and techniques.
- Use influence effectively to thrive as an IT manager

Strategic Decision Making

- Apply strategic decision making
- Recognizing strategic decisions and initiatives.
- Apply strategic decision making to vendor selection
- Understand when to outsource

Day 8: Developing the IT Strategic Plan and Budget

- Using the mission as an IT driver
- Defining the customer profile
- understanding the partnership model
- Creating a strategic plan
- Planning and budgeting issues

Managing IT Quality

- Understanding the importance of managing by process
- Understand the definitions of quality
- Applying maturity models
- Using process management
- Applying international standards

Day 9: Building the IT Management Team

- Evaluating IT performance and metrics
- Understanding delegation and motivation
- Team building
- Managing the management team and stakeholders.

Day 10: IT Project Management

- The Importance of Project Management
- Defining Project Manager talents and skills
- Understanding the principles of Project Management

IT Performance Metrics

- Developing a measurement strategy
- Creating a "Best Practices" based organization
- Deploy metrics
- Managing by facts and results
- Integrate metrics into the strategic plan

Common Pitfalls and Lessons Learned

- Balancing technical and corporate requirements
- Balancing tactical and strategic decisions
- Evaluating new and existing technologies
- Balancing management styles and culture.

Registration form on the Training Course: Creative Strategic IT

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