



*Conference:*  
*Smart Leadership: Achieving Strategy through*  
*Leadership and Innovation*

*19 - 23 October 2026*  
*Madrid (Spain)*

## Conference: Smart Leadership: Achieving Strategy through Leadership and Innovation

Conference code: CO8142 From: 19 - 23 October 2026 Venue: Madrid (Spain) - Conference Fees: 6300 € Euro

### Introduction

Innovation is essential for organizations to thrive in today's competitive global industries. Creativity generates new ideas, while innovation turns them into practical solutions, giving businesses a distinct advantage. Leaders play a critical role in fostering environments where creativity and innovation flourish, overcoming resistance to change. This program focuses on nurturing people, processes, and practices that drive innovation, enabling businesses to outperform competitors. Learn proven strategies to align employee energy, ideas, and actions with organizational success.

### Objectives

- Set creativity and innovation in a strategic context
- Understand the drivers for a greater emphasis in business on creativity and innovation
- Identify the processes and activities which support creativity and innovation in organizations
- Identify the strategies, tools, and techniques to improve levels of creativity and innovation
- Understand how the process of change can block or enable employees at all levels to resist or embrace a greater emphasis on creativity and innovation
- Understand the crucial role and skills of the leader in creating an environment where creativity and innovation thrive

### Target Audience

- Senior Managers & Department Heads
- Team Leaders & Supervisors
- Business Development Professionals
- Strategy & Planning Managers
- Human Resources & Organizational Development Professionals
- Innovation & Transformation Managers
- Project & Operations Managers
- Entrepreneurs & Business Owners
- Professionals responsible for driving change, improving performance, and fostering a culture of creativity and innovation within organizations
- Individuals seeking to enhance leadership skills in innovation, employee engagement, and change management

### Outlines

#### Day 1: Encouraging a Creative Climate at Work

- Innovative leadership for excellent performance
- The Critical mass for change and innovation
- Innovation VS Constant Improvement
- How a Leader Creates a Climate of Innovation
- Case Study on Most Innovative Companies
- Innovation and current business breakthroughs

#### Day 2: Gaining the Participation of the Workforce

- The G.E. "Workout" Strategy
- Developing Creative Solutions for Strategies
- Gaining the "Buy-In" from the workforce
- Overcoming Paradigms
- Dealing with Organizational "Drift"
- Case Study on Gaining Empowerment

#### Day 3: Leading on the creative edge

- Developing Creative Potential in People and Teams
- Understanding Creative People
- Convergent & Divergent Thinking Skills
- Motivating Creative Individuals at work
- Incubating ideas
- Interacting creatively
- Converting expenses to assets using creativity

#### Day 4: Creating a Motivating Climate for Higher Productivity

- The Ten Key Elements to Setting up new Missions
- Setting Goals and Targets Creatively

- Creating a "Sense of Significance"
- Rewarding Performance
- The Four-Step "Pygmalion" theory
- Generational Motivators

#### Day 5: Driving Strategic Change

- Managing the Change Process
- Kotter's Change Management Techniques
- Communicating with a Sense of Urgency
- The Downside of Change
- Creating a climate of Constant Change
- Successful techniques for Changing People

## Registration form on the Conference: Smart Leadership: Achieving Strategy through Leadership and Innovation

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