



*Training Course:
Leading Creatively*

*18 - 22 January 2027
Casablanca (Morocco)*

Training Course: Leading Creatively

Training Course code: LS1136 From: 18 - 22 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's fast-paced and competitive business world, creativity is an essential leadership trait. Leaders who can inspire innovative thinking, foster team creativity, and communicate a compelling vision are better positioned to lead their organizations through change and growth. Leading Creatively is a seminar designed to help leaders and professionals unlock their own creative potential, harness the creativity of their teams, and develop strategies that drive organizational success.

This seminar focuses on thinking outside the box, moving beyond conventional leadership methods, and discovering new ways to create and communicate visionary ideas. Participants will explore self-discovery, team dynamics, and innovative leadership techniques to motivate and engage teams while delivering business results.

Objectives

By the end of this seminar, participants will be able to:

- Set out their personal leadership brand and style.
- Use creative methods to harness others' creative potential.
- Articulate and communicate a compelling vision.
- Utilize multiple sensory representations to convey ideas.
- Explore the limits of group creativity to solve complex problems.
- Develop a team-focused approach to innovation and change.
- Overcome personal blockers to creativity and adapt to change.

Target Audience

- Senior Executives and Directors looking to foster innovation and creative leadership within their organizations.
- Team Leaders and Supervisors who want to inspire creative thinking and problem-solving within their teams.
- Managers aiming to enhance their leadership skills and drive creative initiatives within their departments.
- HR and Organizational Development Professionals focused on developing creative leaders and building innovative organizational cultures.
- Project Managers who need to think outside the box to overcome project challenges and inspire their teams.
- Entrepreneurs and Business Owners seeking to lead with creativity and foster a culture of innovation.
- Professionals in Leadership Roles who want to enhance their ability to lead creatively and develop innovative solutions to complex problems.

5-Day Training Outline

Day 1: Creative Problem-Solving

- Leadership reality assessment: Understanding your leadership challenges.
- Leadership vs. management: Defining roles and responsibilities.
- Understanding how the brain functions in creativity.
- Myths of creativity: Busting common misconceptions.
- Divergent and convergent problem-solving techniques.
- Letting go of logic and embracing creative thinking modes.
- Analogous thinking for creative solutions.

Day 2: Overcoming Personal Blockers to Creativity

- The Sigmoid Curve: Understanding the lifecycle of change.
- Continuous improvement vs. breakthrough change.
- Overcoming personal and professional blockers to creativity.
- Self-awareness and understanding the ego in leadership.
- Aligning personal goals with organizational vision.
- Risk-taking and innovation.
- Left-brain vs. right-brain thinking in leadership.

Day 3: Developing the Vision Creatively

- Six Thinking Hats: A tool for structured creative thinking.
- Using different thinking styles for problem-solving.
- Johari's Window: Self-discovery and feedback in leadership.
- Creating a vision through the business planning process.
- Leveraging team strengths to develop innovative ideas.
- The influence of organizational culture on creativity.
- Working with diverse creative preferences and team dynamics.

Day 4: Communicating the Vision Creatively

- The 7-Step Creative Process for visionary leadership.
- Models of communication and their impact on leadership.
- Viral visioning: Making your vision contagious.
- Building trust and authenticity in communication.
- Creativity tools and techniques for leading change.
- Leading without directing: Empowering your team.
- Exploring leadership beliefs and leadership influence.

Day 5: From Ideas to Action: Creativity and Change

- Motivation: Understanding Maslow's Hierarchy of Needs.
- Overcoming organizational barriers to creativity and innovation.
- Nurturing a learning environment for continuous improvement.
- Exploring if money is a motivator in creative environments.
- Personality profiling for team dynamics and leadership development.

- Building a creative consensus within teams.
- Engaging stakeholders creatively and leading through change.

Registration form on the Training Course: Leading Creatively

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