



*Training Course:
Smart Leadership: Achieving Strategy through
Leadership and Innovation*

*24 - 28 May 2027
Casablanca (Morocco)*

Training Course: Smart Leadership: Achieving Strategy through Leadership and Innovation

Training Course code: LS1012 From: 24 - 28 May 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's competitive global marketplace, innovation is the cornerstone of success. As organizations face increasing automation of routine tasks and dynamic market environments, creativity and innovation play pivotal roles in driving business success. Innovation allows organizations to introduce new ideas, products, and services that offer a competitive edge over rivals. As leaders, it is essential to create an environment that nurtures creativity and innovation while overcoming the natural resistance to change that arises in organizations.

This program is designed to equip leaders with the skills and strategies needed to foster innovation within their teams and organizations. By integrating creativity into the strategic framework, leaders can take their organizations to the next level, driving growth, efficiency, and differentiation. The program focuses on the processes, tools, and leadership strategies that can inspire and manage innovation, leading to actionable results and competitive advantage.

Objectives

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

- Set creativity and innovation within a strategic context to align them with organizational goals.
- Identify the key drivers for emphasizing creativity and innovation in business.
- Recognize the processes and activities that support creativity and innovation in organizations.
- Apply strategies, tools, and techniques to boost creativity and innovation within their teams.
- Understand how change processes can either block or enable employees to embrace innovation.
- Develop the leadership skills necessary to create an environment where creativity and innovation can thrive.

Target Audience

- **Senior Executives and Directors**
Leaders responsible for driving organizational strategy and innovation across departments.
- **Middle and Senior Managers**
Managers aiming to enhance their leadership capabilities and foster a culture of creativity and innovation within their teams.
- **HR and Organizational Development Professionals**
HR leaders tasked with building a workforce capable of driving innovation and supporting change.
- **Project and Program Managers**
Professionals managing complex projects that require creative problem-solving and innovative solutions.
- **Entrepreneurs and Business Owners**
Business owners seeking to incorporate innovation into their strategic vision and drive long-term growth.

- **Aspiring Leaders and High-Potential Employees**
Emerging leaders who are looking to cultivate their innovation and leadership skills to lead teams effectively.

5-Day Training Outline

Day 1: Encouraging a Creative Climate at Work

- Innovative Leadership for Performance: How leadership shapes the climate for creativity
- The Critical Mass for Change and Innovation: Identifying the tipping point for organizational change
- Innovation vs. Constant Improvement: Understanding the difference and the role of each in strategic success
- Creating a Climate of Innovation: Leadership actions to encourage creativity
- Case Study: Examples from the most innovative companies in the world
- Current Business Breakthroughs: Understanding the latest innovations in business and their impact on leadership
- Review of Day 1

Day 2: Gaining the Participation of the Workforce

- The G.E. "Workout" Strategy: Techniques for engaging employees in innovation
- Developing Creative Solutions for Strategy: Identifying opportunities for creative strategy formulation
- Gaining Buy-In from the Workforce: Building alignment and commitment across all levels of the organization
- Overcoming Paradigms: Breaking mental barriers to innovation
- Dealing with Organizational Drift: Preventing stagnation and maintaining momentum
- Case Study: Empowerment through strategic participation
- Review of Day 2

Day 3: Leading on the Creative Edge

- Developing Creative Potential in People and Teams: Fostering creativity within individuals and teams
- Understanding Creative People: Identifying and nurturing creative talent
- Convergent vs. Divergent Thinking: Techniques for generating and refining ideas
- Motivating Creative Individuals: How to inspire and engage creative minds
- Incubating Ideas: Creating spaces and opportunities for idea generation
- Interacting Creatively: Building an environment that fosters collaboration and idea-sharing
- Converting Expenses to Assets Using Creativity: Leveraging creative approaches to reduce costs and increase value
- Review of Day 3

Day 4: Creating a Motivating Climate for Higher Productivity

- The Ten Key Elements to Setting Up New Missions: Establishing strategic goals for innovation
- Setting Goals and Targets Creatively: How to align creativity with organizational objectives
- Creating a Sense of Significance: Making innovation and creativity meaningful to employees
- Rewarding Performance: Creating incentive systems that encourage innovation and creativity
- The Four-Step "Pygmalion" Theory: How to inspire high performance through positive expectations
- Generational Motivators: Understanding what drives different generations in the workforce
- Review of Day 4

Day 5: Driving Strategic Change

- Managing the Change Process: Leading organizational change while fostering innovation
- Kotter's Change Management Techniques: Implementing change successfully with a focus on innovation
- Communicating with a Sense of Urgency: Making change happen faster by engaging all levels of the organization
- The Downside of Change: Managing resistance and addressing the challenges of change
- Creating a Climate of Constant Change: Making innovation an ongoing organizational priority
- Successful Techniques for Changing People: Building and leading teams through change
- Review of Day 5

Registration form on the Training Course: Smart Leadership: Achieving Strategy through Leadership and Innovation

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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