



*Conference:
Leadership, Critical Thinking and Innovation*

*15 - 19 March 2027
Madrid (Spain)*

Conference: Leadership, Critical Thinking and Innovation

Conference code: CO8137 From: 15 - 19 March 2027 Venue: Madrid (Spain) - Conference Fees: 6300 € Euro

Introduction

This seminar empowers you to harness creativity for breakthroughs in your work, enabling fresh perspectives and innovative solutions. Discover how to expand your creative abilities and motivate creativity in your team. Learn to find creative solutions, make better decisions, and recognize and encourage creative talents. Challenge assumptions and broaden perceptions to unlock new possibilities. Elevate your creative edge for greater workplace success.

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

- Managers and Supervisors seeking to enhance creativity and innovation in the workplace
- Team Leaders responsible for problem-solving and driving performance improvement
- Human Resources and Learning & Development Professionals
- Organizational Development and Change Management Professionals
- Project Managers and Business Development Professionals
- Entrepreneurs and Business Owners aiming to create innovative business solutions
- Professionals involved in strategic planning, decision-making, and process improvement
- Individuals interested in developing creative thinking, leadership, and team motivation skills
- Anyone looking to build a culture of creativity and innovation within their organization

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 Conference: Leadership, Critical Thinking and Innovation

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