



Training Course

Leading with Critical Thinking, Creativity, and Innovation

Description

Leading with Critical Thinking, Creativity, and Innovation is a dynamic training course tailored for managers looking to foster creativity and drive innovation within their teams, colleagues, and organizations.

This course provides participants with practical insights into innovation management frameworks and design thinking principles, enabling them to effectively analyze, plan, and develop new products and services. You will also gain tools and techniques to inspire their teams to cultivate curiosity, enhance networking, improve collaboration, and embrace calculated risks. The course emphasizes the integration of agile methodologies to boost project efficiency, while fostering a culture of creativity, adaptability, and continuous innovation—key ingredients for any organization aiming to thrive in a rapidly changing landscape.

Objectives

- Contribute effectively to organizational discussions on change and innovation.
- Develop business models and strategic plans for new initiatives.
- Foster objectivity, creative thinking, and collaborative work environments.
- Apply management techniques that encourage open dialogue and idea generation.
- Advocate for lean and agile practices to accelerate innovation and deliver results efficiently.

Who Should Attend

- Managers responsible for leading the development of new products, services, or processes.
- Professionals from commercial, technical (IT), or operational departments engaged in change initiatives.
- Advisors supporting innovation projects, such as legal, accounting, or HR professionals.
- General managers overseeing business development, sales, or customer service functions.
- Managers focused on driving change and fostering greater creativity within their teams.
- Directors and executives aiming to enhance innovation and strategic growth.

Course Outline

Day 1: The Innovation Challenge — Leading Through Uncertainty

- The role of innovation in driving organizational change and leadership evolution.

- Exploring innovation horizons, blue oceans, and funnel models.
- Sensing, identifying, and adapting to environmental trends and shifts.
- Tools and techniques for effective environmental scanning and analysis.
- Traditional R&D approaches and managing product life cycles.

Day 2: The Business Challenge – Breaking Away from Comfort Zones

- Integrating systems thinking, cognitive biases (*Thinking Fast and Slow*), and design thinking.
- Essentials of building a strong business case and fostering corporate intrapreneurship.
- Rethinking and challenging traditional business models.
- Leveraging lean strategies and agile methodologies for rapid adaptation.
- Embracing a *build-test-learn* mindset and the power of failing fast.

Day 3: The Creative Challenge – Embracing Risk and Fostering New Ideas

- The creative process: Discovering the origins of great ideas.
- Cultivating creative teams and cultures – navigating creative conflicts productively.
- Techniques to spark creativity, enhance brainstorming sessions, and run better meetings.
- Promoting deep, focused work while minimizing procrastination and bureaucracy.
- Embracing open innovation: Leveraging alliances, networks, and partnerships for growth.

Day 4: The Leadership Challenge – Nurturing Talent and Achieving Results

- Understanding leadership styles and the role of personality in leading innovation.
- The leader as a servant: Embracing adaptive and authentic leadership approaches.
- Mastering the art of persuasion and effectively pitching new ideas.
- Talent management: Recruiting top talent and enhancing team competencies.
- Boosting performance through coaching, constructive feedback, and motivation.

Day 5: The Productive Challenge – Turning Innovation into Action

- Driving incremental gains: Small, consistent changes with significant impact.
- Balancing risk with innovation through effective project management.
- Learning from the best: Case studies of successful, innovative organizations.
- Transitioning from good to great: Building an organization that thrives on innovation.
- Defining your innovation leadership style and setting a clear direction for the future.