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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Creativity & Innovation in Strategy Planning, Leadership & Management

الإبداع والابتكار في التخطيط الاستراتيجي والقيادة والإدارة

07 – 11 September 2020

Paris / France

A Member of:



PROJACS ACADEMY



[ProjacsAcademy.com](http://ProjacsAcademy.com)



## Objectives

### By the end of this course practitioners shall learn to:

- Define and understand Creativity and Innovation
- Overview of the brain, cognition and thinking process
- Analyze the cultural and business environments conducive to Creativity and Innovation
- How Creativity and Innovation are channeled to achieve business excellence
- A study of the world's most innovative companies

## Who Should Attend?

- Senior Project Managers
- Senior Operations Managers
- Chief Creative Officers
- CEO's, CFO's, CIO's, CTO's, etc.

## Course Outline

### **DAY 1:**

#### **Define and Understand Creativity and Innovation**

- Creativity
  - Lateral thinking & Logical deductive reasoning
- Innovation
  - Invention and Innovation
  - Linking creativity to Innovation
  - Introduce the individual/group case-studies

### **DAY 2:**

#### **The Human Brain & Creative Thinking**

- Parts of the Human Brain and their Function
  - One Brain, different processes
- The Thinking Process
  - Different ways the brain processes information

### **DAY 3:**

#### **Environments Conducive to Creativity and Innovation**

- The Community
  - Family and upbringing
  - The broader social culture
- The Educational Environment
  - School & University
- The Business Environment
  - Some industries & Specific businesses

### **DAY 4:**

#### **How to Channel Creativity and Innovation to Achieve Business Excellence**

- The Corporate Culture
  - Policies and Procedures
  - Organizational Structure
  - Chief Creative Officer
- The General Business Environment
  - Promoting Research & Development
  - Rewarding Invention and Innovation

## **DAY 5:**

### **Leaders in Innovative & Creativity**

- The Industries in which they compete
- The Countries in which they operate
- The working Environment within
- Lessons Learnt
- Presentations of individual/Group case-studies
- Wrap up & Hand out the Certificates

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation
- slides and handouts
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, and case studies and highlight the techniques available to the participants.

## Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

## Course Fees\*

- **4,500USD**  
*\*VAT is Excluded If Applicable*

### أهداف البرنامج

في نهاية هذه الدورة المتدربين سوف يتمكن المتدربون من:

- تحديد وفهم الإبداع والابتكار
- نظرة عامة في دراسته عملية والإدراك والتفكير
- تحليل البيئات الثقافية والتجارية التي تفضي إلى الإبداع والابتكار
- كيف يتم توجيه الإبداع والابتكار لتحقيق التميز في العمل
- دراسات حاله لأكثر الشركات ابتكارا في العالم

### الحضور

- كبار مدراء المشاريع
- كبار مدراء العمليات
- كبار ضباط الإبداعية
- الرئيس التنفيذي، ومديري المالية، ومديري تقنية المعلومات، ومديري قسم النقل، الخ