



PROJACS ACADEMY  
by @egis

# Reinventing Creative & Innovative Leadership Skills for Successful Business

مهارات الابتكار والإبداع والقيادة الفعالة

02 – 06 January 2023

Istanbul / Turkey

## Introduction

In today's fast-changing and competitive business environment, leaders need to be creative and innovative to cope with the challenges and opportunities they face. Creativity and innovation are not only about generating new ideas, but also about implementing them effectively and efficiently. This training course will help you develop your creative and innovative leadership skills, and learn how to apply them in your own work context. You will also learn how to foster a culture of creativity and innovation in your team and organization, and how to overcome the barriers and resistance that may arise.

## Objectives

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

- Understand the concepts and principles of creativity and innovation, and their importance for leadership success
- Assess your own creative and innovative potential, and identify areas for improvement
- Apply various tools and techniques to generate, evaluate, and select creative and innovative solutions
- Implement creative and innovative solutions in a systematic and effective way
- Lead and motivate your team and organization to embrace creativity and innovation
- Deal with the challenges and risks of creativity and innovation, such as uncertainty, ambiguity, failure, and conflict

## Who Should Attend?

This training course is designed for managers, supervisors, team leaders, project managers, and anyone who wants to enhance their creative and innovative leadership skills.

## Course Outline

### Day One

#### **Creativity and Innovation Fundamentals**

- Introduction to the training course
- Defining creativity and innovation
- The benefits of creativity and innovation for leadership success
- The myths and misconceptions about creativity and innovation
- The sources and types of creativity and innovation
- The stages of the creative process
- Self-assessment: How creative and innovative are you?

### Day Two

#### **Generating Creative and Innovative Solutions**

- The barriers and enablers of creativity and innovation
- The characteristics of creative and innovative leaders
- The tools and techniques for generating creative and innovative ideas:
  - Brainstorming
  - Mind mapping
  - SCAMPER
  - Six Thinking Hats
  - TRIZ
  - etc.
- Practical exercises: Applying the tools and techniques to real-life problems or opportunities

### Day Three

#### **Evaluating and Selecting Creative and Innovative Solutions**

- The criteria for evaluating creative and innovative solutions
- The tools and techniques for evaluating creative and innovative solutions
  - SWOT analysis
  - Decision matrix
  - Cost-benefit analysis
  - Risk analysis
  - etc.
- Practical exercises: Applying the tools and techniques to real-life problems or opportunities

## **Day Four**

### **Implementing Creative and Innovative Solutions**

- The steps for implementing creative and innovative solutions
- The tools and techniques for implementing creative and innovative solutions
  - Action plan
  - SMART goals
  - Gantt chart
  - PDCA cycle
  - etc.
- Practical exercises: Applying the tools and techniques to real-life problems or opportunities

## **Day Five**

### **Leading Creativity and Innovation in Teams and Organizations**

- The factors that influence creativity and innovation in teams and organizations
- The strategies for fostering a culture of creativity and innovation in teams and organizations
- The roles and responsibilities of creative and innovative leaders
- The skills for leading creative and innovative teams
  - Communication skills
  - Motivation skills
  - Feedback skills
  - Conflict management skills
  - etc.
- Practical exercises: Applying the skills to real-life scenarios or case studies

### 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 7” Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

### Program Support

This program is supported by interactive discussions, role-play, 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\*

- **3,200 USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

في بيئة الأعمال التجارية اليوم السريعة التغيير والتنافسية، يحتاج القادة إلى أن يكونوا مبدعين ومبتكرين للتعامل مع التحديات والفرص التي يواجهونها. لا يقتصر الإبداع والابتكار على توليد أفكار جديدة فحسب، بل يتعلق أيضًا بتنفيذها بفعالية وكفاءة. ستساعدك هذه الدورة التدريبية على تطوير مهاراتك القيادية الإبداعية والمبتكرة، وتعلم كيفية تطبيقها في سياق عملك. سوف تتعلم أيضًا كيفية تعزيز ثقافة الإبداع والابتكار في فريقك ومؤسستك، وكيفية التغلب على الحواجز والمقاومة التي قد تنشأ.

## الأهداف

في نهاية هذه الدورة التدريبية، سيكون المشاركون قادرين على:

- فهم مفاهيم ومبادئ الإبداع والابتكار وأهميتها لنجاح القيادة
- تقييم إمكاناتك الإبداعية والمبتكرة، وتحديد مجالات التحسين
- تطبيق أدوات وتقنيات مختلفة لتوليد وتقييم واختيار الحلول الإبداعية والمبتكرة
- تنفيذ حلول إبداعية ومبتكرة بطريقة منهجية وفعالة
- قيادة وتحفيز فريقك ومؤسستك لتبني الإبداع والابتكار
- التعامل مع تحديات ومخاطر الإبداع والابتكار مثل عدم اليقين والغموض والفشل والصراع

## الحضور

تم تصميم هذه الدورة التدريبية للمديرين والمشرفين وقادة الفرق ومديري المشاريع وأي شخص يرغب في تعزيز مهاراتهم القيادية الإبداعية والمبتكرة.