



PROJACS ACADEMY  
by @egis



# Planning, Monitoring, Evaluation and Innovation @ Work

مهارات التخطيط والمتابعة والتوجيه والابتكار في العمل

07 – 11 May 2023

Cairo / Egypt

## Introduction

Good planning, monitoring, evaluation and learning (PMEL) within your organization or program helps you to reflect on the performance, achievement of results and impacts of your activities. Good PMEL facilitates learning and enhances your performance, management and implementation.

The processes of planning, monitoring and evaluation make up the Result-Based Management approach, which is intended to aid decision-making towards explicit goals (see RBM). Planning helps to focus on results that matter, while M&E facilitates learning from past successes and challenges and those encountered during implementation.

## Objectives

- Define and understand work planning, 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?

- Team leaders
- Project Managers
- Operations Managers
- Chief Creative Officers

## Course Outline

### Day One

#### Define and Understand Creativity and Innovation

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

### Day Two

#### 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 Three

#### 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 Four

#### 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 Five**

### **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, 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

يساعدك التخطيط الجيد والمراقبة والتقييم والتعلم داخل مؤسستك أو برنامجك على التفكير في الأداء وتحقيق النتائج وتأثيرات أنشطتك. يسهل PMEL الجيد التعلم ويعزز الأداء والإدارة والتنفيذ.

تشكل عمليات التخطيط والرصد والتقييم نهج الإدارة القائمة على النتائج ، والذي يهدف إلى المساعدة في صنع القرار نحو أهداف واضحة (انظر الإدارة القائمة على النتائج). يساعد التخطيط على التركيز على النتائج المهمة، بينما يسهل الرصد والتقييم التعلم من النجاحات والتحديات السابقة وتلك التي واجهتها أثناء التنفيذ.

## الاهداف

- تحديد وفهم وتخطيط العمل والإبداع والابتكار
- نظرة عامة في اليه الإدراك والتفكير
- تحليل البيانات الثقافية والتجارية تفضي إلى الإبداع والابتكار
- كيف يتم توجيه الإبداع والابتكار لتحقيق التميز في العمل
- دراسة الشركات الأكثر ابتكارا في العالم.

## الحضور

- كبار مدراء المشروعات
- كبار مديري العمليات
- الرئيس التنفيذي للشركة، والمدير المالي، ومدير تقنية المعلومات، وقسم النقل، الخ.