



course : Smart Leadership: Achieving Strategy through Leadership and Innovation

City :	Cairo	Hotel :	Cairo Marriott Hotel & Omar Khayyam Casino
Start Date :	2025-11-23	End Date :	2025-11-27
Period :	1 Week	Price :	3950 \$

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Course Overview

Innovation is the key strategy of many organizations in the global competitive industries of the new century. New ideas can lead to programs, products and services which can provide a distinct competitive advantage over competitors. With routine tasks becoming more automated and the competitive environment becoming more dynamic, creative problem solving and innovation will play an increasingly important role in determining the success of business leaders. Creativity is the process of generating new and useful ideas. Innovation is taking a new idea and putting to use. The critical role of the leader is to create the environment where creativity and innovation flourish, and where people's innate resistance to the changes that requires is successfully overcome.

This program offers an opportunity to focus on the development and nurturing of people, processes and practices that foster innovation to come up with better methods and services to out perform competition. The program will demonstrate how to take the strategic plan and process to the next level and gaining the essential "buy-in" from all employees by a methodology proven by some of the world's largest corporations. Getting their energy, ideas and changes to make the strategic process a success is vital and is the core of this program.

Course Objectives

This seminar aims to enable participants to:

- Set creativity and innovation in a strategic context
- Understand the drivers for a greater emphasis in business on creativity and innovation
- Identify the processes and activities which support creativity and innovation in organizations
- Identify the strategies, tools and techniques to improve levels of creativity and innovation
- Understand how the process of change can block or enable employees at all levels to resist or embrace a greater emphasis on creativity and innovation
- Understand the crucial role and skills of the leader in creating an environment where creativity and innovation thrive

Target Audience

- Senior managers and executives responsible for strategic initiatives
- Team leaders and project managers driving innovation within their departments
- Organizational development professionals
- Professionals aiming to enhance creativity, innovation, and change management skills
- Anyone responsible for motivating teams and implementing strategic change

Methodology

This course adopts a highly interactive and practical approach to learning. Participants engage in case studies, group discussions, role-plays, and hands-on exercises designed to foster creativity and innovation. The methodology emphasizes real-world application, enabling participants to practice developing creative solutions, leading strategic change, and gaining workforce buy-in. Peer learning, reflection, and feedback sessions ensure that delegates can immediately apply the techniques and strategies learned to their professional environment, enhancing both individual and organizational performance.

Course Outline

Day 1: Encouraging a Creative Climate at Work

- Innovative leadership for excellent performance
- The Critical mass for change and innovation
- Innovation VS Constant Improvement
- How a Leader Creates a Climate of Innovation
- Case Study on Most Innovative Companies
- Innovation and current business breakthroughs

Day 2 : Gaining the Participation of the Workforce

- The G.E. “Workout” Strategy
- Developing Creative Solutions for Strategies
- Gaining the “Buy-In” from the workforce
- Overcoming Paradigms
- Dealing with Organizational “Drift”
- Case Study on Gaining Empowerment

Day 3: Leading on the creative edge

- Developing Creative Potential in People and Teams
- Understanding Creative People
- Convergent & Divergent Thinking Skills
- Motivating Creative Individuals at work
- Incubating ideas
- Interacting creatively
- Converting expenses to assets using creativity

Day 4: Creating a Motivating Climate for Higher Productivity

- The Ten Key Elements to Setting up new Missions
- Setting Goals and Targets Creatively
- Creating a “Sense of Significance”
- Rewarding Performance
- The Four Step “Pygmalion” theory
- Generational Motivators

Day 5: Driving Strategic Change

- Managing the Change Process
- Kotter’s Change Management Techniques
- Communicating with a Sense of Urgency
- The Downside of Change
- Creating a climate of Constant Change
- Successful techniques for Changing People