

## Smart Leadership: Achieving Strategy through Leadership & Innovation

Date	(\$)Fees
24 March -28 March 2024 Istanbul	3500

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### Why Choose this Training Course?

This course will expose delegates on the concept that innovation and outstanding leadership go hand in hand. Delegates will learn that new ideas can inspire new products, services and systems which can provide a distinct competitive advantage over competitors, and smart leadership brings those ideas to life.

Outstanding leadership does not occur by accident. Great leaders are smart leaders. They understand it is imperative to continuously develop and build upon many key skills. They know that it begins with their thinking and commitment to learning and secondly to foster the creative impulse throughout the organization.

#### This course will feature:

- The foundations of smart leadership
- Multiple intelligences to generate ideas
- Creativity and strategy formation
- Leading with creativity and innovation
- Leadership communication

### What are the Goals?

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

- Identify the fundamental principles of leadership
- Analyze the common myths and misconceptions about innovation
- Solve any problem or issue with creative methodologies
- Apply multiple intelligences to generate ideas
- Practice a four-step process for team innovation

### Who is this Training Course for?

This course is intended for those who want to learn how to transform or improve their operations and organizations through the successful application of strategies with greater levels of creativity and innovation.

**This course is suitable to a wide range of professionals but will greatly benefit:**

- Supervisors/Line Leaders
- Team Leaders/Unit Heads
- Managers of all Levels

## **How will this Training Course be Presented?**

This course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes experiential exercises, targeted self-assessments, video dramatizations, skill practices, case studies, team activities, and group discussions.

## **The Course Content**

### **Day One: 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 Two: 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 Three: 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 Four: 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 Five: 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



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