



course : Smart Leadership: Achieving Strategy through Leadership and Innovation

City :	Cairo	Hotel :	Cairo Marriott Hotel & Omar Khayyam Casino
Start Date :	2025-10-26	End Date :	2025-10-30
Period :	1 Week	Price :	3950 \$

HighPoint Training and Management Consultancy
هاي بوينت للتدريب والاستشارات الإدارية

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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.

The Goals

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

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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 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

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates.
Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.