

# € TRAINING

Creative Strategic Planning and Leadership



28 July - 8 August 2024  
Dubai (UAE)



# Creative Strategic Planning and Leadership

REF: ST138 DATE: 28 July - 8 August 2024 Venue: Dubai (UAE) - Fee: 7480 Euro

## Introduction:

This training program is crafted to enhance leadership skills that foster innovative thinking and strategic planning. It provides tools and insights for leaders to develop transformative strategies and cultivate a culture of creativity within their organizations.

## Program Objectives:

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

- Apply creative thinking to solve complex strategic challenges.
- Develop comprehensive strategic plans that incorporate innovative approaches.
- Lead and inspire teams to embrace change and think creatively.
- Implement strategies that effectively adapt to dynamic market conditions.
- Evaluate and refine strategic approaches based on ongoing results and feedback.

## Targeted Audience:

- Senior executives and strategic leaders across all industries.
- Managers responsible for strategic planning and execution.
- Entrepreneurs looking to innovate within their business models.
- Leaders aiming to foster a creative and innovative workplace culture.
- Professionals involved in organizational development and change management.

## Program Outline:

### Unit 1:

#### Foundations of Creative Strategic Planning:

- The importance of creativity in strategic planning.
- Principles of creative thinking and innovation in leadership.
- Overcoming barriers to creativity in organizational settings.

- Techniques for fostering an innovative mindset among strategic leaders.

## Unit 2:

### Vision and Goal Setting:

- Techniques for envisioning future scenarios and opportunities.
- Setting ambitious yet achievable goals using creative planning methods.
- Aligning organizational vision with innovative strategies.
- Tools for scenario planning and risk assessment in creative contexts.
- Building a roadmap for strategic goal achievement.

## Unit 3:

### Creative Problem Solving and Decision Making:

- Applying creative problem-solving techniques to strategic challenges.
- Decision-making processes that encourage innovative solutions.
- Using design thinking to approach business strategy.
- Analyzing outcomes and learning from creative decision processes.

## Unit 4:

### Strategic Leadership and Team Dynamics:

- Leading teams through strategic change with a creative approach.
- Building and managing diverse teams to enhance creativity.
- Leadership styles that foster innovation and open communication.
- Techniques for motivating and inspiring creative contributions.
- Handling resistance and conflict in creative strategic initiatives.

## Unit 5:

### Integrating Technology and Innovation in Strategy:

- Leveraging technology to enhance strategic planning and execution.

- The role of digital transformation in creative strategy development.
- Emerging technologies that reshape strategic planning paradigms.
- Case studies on technology-driven strategic innovations.
- Planning for technological integration and adoption.

## Unit 6:

### Creative Marketing and Brand Strategy:

- Developing creative marketing strategies that align with business goals.
- Brand positioning and differentiation through innovative tactics.
- Utilizing creative advertising and promotional strategies.
- Social media and digital marketing as tools for creative engagement.
- Evaluating the impact of creative marketing on brand perception.

## Unit 7:

### Financial Strategies and Resource Management:

- Innovative approaches to financial planning and resource allocation.
- Creative funding strategies and financial model innovation.
- Budgeting for uncertainty and fostering financial agility.
- Tools for financial analysis and performance monitoring in creative projects.
- Balancing financial constraints with strategic creative initiatives.

## Unit 8:

### Culture of Innovation and Continuous Improvement:

- Creating a culture that supports continuous innovation and learning.
- Methods for embedding creative thinking into organizational culture.
- Building systems and processes that encourage continuous improvement.
- Reward systems and incentives that promote innovative behavior.
- Assessing and enhancing the innovative capacity of the organization.

## Unit 9:

### Navigating Change and Organizational Transformation:

- Planning and managing change in dynamic business environments.
- Techniques for effective change communication and stakeholder engagement.
- Overcoming challenges in implementing strategic transformations.
- Tools for monitoring progress and adjusting strategies during transformation.
- Success stories of transformation led by creative strategic leadership.

## Unit 10:

### Ethics, Sustainability, and Corporate Responsibility:

- Incorporating ethical considerations into creative strategic planning.
- Strategies for sustainable development and responsible business practices.
- Balancing innovation with ethical and societal impacts.
- Developing policies that ensure sustainability and corporate responsibility.