

€ TRAINING

Conference on Creative Strategic Planning
and Leadership



7 - 18 April 2025
Trabzon (Turkey)



Conference on Creative Strategic Planning and Leadership

REF: C650 DATE: 7 - 18 April 2025 Venue: Trabzon (Turkey) - Fee: 8775 Euro

Introduction:

This conference is designed to enhance participants' strategic planning and leadership capabilities by fostering creativity and innovation. Participants will learn how to combine strategic thinking with creative leadership approaches to drive organizational success and adaptability in dynamic environments. It empowers them to lead strategically, foster innovation, and develop long-term plans that align with business goals.

Conference Objectives:

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

- Understand the principles of strategic planning and how to integrate creative thinking.
- Develop innovative strategies to tackle organizational challenges.
- Lead teams with a creative mindset to enhance problem-solving.
- Build and execute strategic plans that are flexible and adaptable.
- Foster a culture of innovation and collaboration within the organization.

Targeted Audience:

- Business Leaders and Executives.
- Strategic Planners.
- Organizational Development Professionals.
- Project Managers.
- Entrepreneurs.

Conference Outline:

Unit 1:

Foundations of Creative Strategic Planning:

- Understanding the basics of strategic planning and its importance.
- The role of creativity in enhancing strategic decision-making.

- Developing a long-term vision that balances strategy and innovation.
- Key principles for integrating creative thinking into strategic plans.
- Building a strategic mindset that encourages flexible and creative approaches.

Unit 2:

Creative Leadership: Driving Innovation:

- Defining creative leadership and its impact on organizational success.
- Encouraging innovation through leadership styles and behaviors.
- Leading teams with a focus on creative problem-solving and collaboration.
- Building trust and openness to inspire creativity in the workplace.
- Overcoming barriers to creativity and innovation within teams.

Unit 3:

Strategic Vision and Goal Setting:

- Creating a clear, strategic vision for the organization's future.
- Setting SMART goals that align with the overall business strategy.
- Encouraging creative input in the goal-setting process to explore new possibilities.
- Balancing short-term objectives with long-term strategic vision.
- Using creative thinking techniques to refine and innovate strategic goals.

Unit 4:

Environmental Scanning and Competitive Analysis:

- Techniques for analyzing the internal and external business environment.
- Identifying opportunities and threats through creative SWOT analysis.
- Using creative foresight to predict market trends and changes.
- Exploring competitive landscapes with innovative strategic thinking.
- Leveraging insights to adapt and refine strategic plans.

Unit 5:

Innovative Problem-Solving in Strategic Leadership:

- Techniques for creative problem-solving in leadership.
- Encouraging out-of-the-box thinking for overcoming strategic challenges.
- Using design thinking and brainstorming to generate solutions.
- Applying lateral thinking in decision-making processes.
- Fostering a culture where creativity and experimentation are encouraged.

Unit 6:

Strategic Communication and Stakeholder Engagement:

- The role of communication in strategic leadership and execution.
- Developing creative approaches to engage and align stakeholders.
- Techniques for presenting strategic plans with clarity and vision.
- Building a narrative around strategic initiatives to inspire buy-in.
- Managing resistance to change and fostering collaboration.

Unit 7:

Strategic Resource Allocation and Innovation:

- Aligning resources with strategic priorities to support innovation.
- Developing flexible resource allocation strategies to adapt to changes.
- Encouraging creative use of resources for maximum impact.
- Balancing financial constraints with innovation goals.
- Managing cross-functional collaboration to optimize resource use.

Unit 8:

Leading Organizational Change Through Creativity:

- Leading strategic change initiatives with a creative approach.
- Encouraging adaptability and resilience during periods of change.

- Developing creative change management strategies to minimize disruption.
- Involving teams in the creative process of transforming organizational strategies.
- Case studies on successful change leadership driven by creative strategies.

Unit 9:

Measuring Strategic and Creative Outcomes:

- Identifying key performance indicators KPIs for tracking strategic progress.
- Using creative methods to assess the impact of strategic initiatives.
- Balancing quantitative and qualitative measures in strategic performance evaluation.
- Adapting strategies based on outcomes and creative feedback loops.
- Continuous improvement through creative iterations in strategy execution.

Unit 10:

Building a Culture of Innovation and Strategic Agility:

- Encouraging a mindset of continuous learning and innovation in teams.
- Creating systems that promote strategic agility in dynamic environments.
- Empowering employees to contribute creative ideas to strategic planning.
- Recognizing and rewarding innovative contributions within the organization.
- Maintaining flexibility and adaptability in long-term strategic planning.