Introduction

This **Creative Strategic Information Technology (IT) Leadership** course is designed to equip IT leaders and professionals with the tools and techniques necessary to enhance their leadership capabilities and drive innovation within their teams. The course begins with a focus on **self-discovery**, encouraging participants to first work on their personal leadership skills before applying them to business challenges. The goal is to leverage **strategic skills** and embed **creative strategy development** into everyday IT practices, thereby fostering a culture of creativity and innovation in IT departments.

Targeted Groups

This course is ideal for:

- **IT Team Leaders**
- **IT Managers**
- **IT Professionals** from both technical and management backgrounds
- **IT Operations Staff**
- **Networks/Systems and IT Projects Staff**
- **Technical Professionals**

Course Objectives

Upon completing the course, participants will be able to:

- Establish and communicate their leadership brand.
- Demonstrate innovative methods for harnessing creativity within their teams.
- Articulate a compelling vision using multiple sensory representations.
- Communicate their vision in engaging and effective ways.
- Identify the critical components of a strategically aligned IT department.
- Apply value and performance measurement techniques effectively.
- Develop recruitment and retention strategies for IT talent.
- Evaluate technology solutions, vendor selection, and outsourcing decisions.

Targeted Competencies

The course aims to enhance competencies in:

- **Creating and Communicating a Leadership Vision**
- **Defining IT Strategy and Leading Agile IT Organizations**
- **Strategic Management and Technical Decision Making**
- **Aligning IT Services with Business Goals**
- **Challenging assumptions and fostering new thinking**
- **Improving Negotiation Skills**
- **Overcoming Organizational Obstacles to Success**

Course Content

Unit 1: Creative Problem-Solving

- Leadership reality assessment
- Leadership vs. management
- Understanding brain function and creativity
- Myths of creativity and the limitations of rational thinking
- Divergent and convergent approaches to problem-solving
- Embracing analogical thinking and letting go of logic

Unit 2: Overcoming Personal Blockers to Creativity

- Sigmoid curve and lifecycle models
- Continuous improvement vs. breakthrough change
- Self-awareness and aligning personal goals
- Risk-taking and ego management
- Left-brain and right-brain thinking

Unit 3: Developing the Vision Creatively

- Six thinking hats and using diverse thinking styles
- “JoHari’s Window” for self-awareness and feedback
- The process of business planning and vision creation
- The power of team collaboration in vision development
- Organizational culture’s role in fostering innovation
- Balancing ego with team input

Unit 4: Communicating the Vision Creatively

- The 7-Step Creative Process for effective communication
- Models of communication and building trust
- Techniques for viral visioning and authentic leadership
- Creativity tools and strategies for vision delivery
- Leading without directing and evolving leadership beliefs

Unit 5: From Ideas to Action: Creativity and Change

- Motivation and Maslow’s Hierarchy of Needs
- Overcoming barriers to creativity and organizational change
- Nurturing a learning environment and addressing risks
- Personality profiling and building creative consensus
- Engaging stakeholders creatively in IT leadership
- Influencing and motivating teams through change

Unit 6: Leading and Managing the IT Department

- Challenges faced by IT managers
- Valuing IT services and communicating IT value to upper management
- Understanding IT team leader responsibilities

Unit 7: Managing Technology

- Strategy for managing current technology
- Identifying when to develop or adopt new technologies
- Managing IT assets effectively

Unit 8: Using Influence

- Types of influential power and strategies
- Choosing the right influence strategy
- Negotiation tactics and techniques for IT managers
- Using influence to thrive in IT leadership

Unit 9: Strategic Decision Making

- Applying strategic decision-making to IT initiatives
- Recognizing strategic decisions related to vendor selection and outsourcing

Unit 10: Developing the IT Strategic Plan and Budget

- Aligning IT strategy with business objectives
- Understanding the customer profile and partnership model
- Creating and budgeting a strategic IT plan

Unit 11: Managing IT Quality

- Importance of process management in IT quality
- Applying maturity models and international standards
- Understanding and implementing IT quality definitions

Unit 12: Building the IT Management Team

- Evaluating IT performance and key metrics
- Delegation and team motivation techniques
- Team building and managing management teams

Unit 13: IT Project Management

- Principles of IT project management and its impact on leadership
- Defining project manager skills and roles

Unit 14: IT Performance Metrics

- Developing a measurement strategy for IT performance
- Integrating metrics into strategic IT planning
- Managing by facts and results

Unit 15: Common Pitfalls and Lessons Learned

- Balancing technical and business requirements
- Evaluating new vs. existing technologies
- Managing management styles and cultural diversity within IT teams

This course provides an essential framework for IT leaders to become

effective visionaries, communicators, and strategists while managing and leading technological changes within organizations.