Introduction

In today’s rapidly evolving global business landscape, innovation is no longer a luxury; it is a vital strategy for gaining a competitive edge. Innovation drives growth through new products, services, and processes, setting leaders and organizations apart in a highly competitive market. As routine tasks become automated and the pace of change accelerates, creativity and innovative problem-solving have become indispensable.

This **Leadership and Innovation** course is designed to empower leaders with the tools, methodologies, and strategies needed to cultivate an innovation-driven environment. By focusing on the synergy between people, processes, and practices, participants will learn how to unlock the full potential of their teams to transform strategic vision into reality. Drawing from best practices of the world’s leading corporations, this course will enable leaders to inspire creativity, secure buy-in from all organizational levels, and drive strategic innovations that lead to measurable success.

Target Groups

- Managers across all levels
- Supervisors and Team Leaders
- Human Resources Professionals
- Employees seeking to enhance leadership skills for career growth

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Course Objectives

By the end of this **Get Smarter Leadership** course, participants will:

- Frame creativity and innovation within the strategic context of their organization
- Identify and understand the primary drivers of creativity and innovation in business today
- Cultivate an organizational culture that nurtures and supports innovation
- Gain proficiency in creative problem-solving techniques to drive innovation at every level
- Understand the role of strategic leadership in fostering an environment where creativity and innovation thrive
- Equip themselves with strategies for overcoming resistance to change and managing organizational drift
- Enhance their skills in motivating and empowering teams to embrace change and contribute ideas
- Build innovative capabilities at the individual, team, and organizational levels
- Drive performance through innovative processes, strategic thinking, and creativity

Targeted Competencies

- **Innovative Leadership**: Leading with creativity and fostering innovation
- **Process Improvement**: Driving continuous improvement and strategic performance
- **Human Interaction Skills**: Communicating and motivating effectively in innovative settings
- **Fostering Creativity**: Cultivating creative thinking and innovation within teams
- **Team Building**: Building collaborative, high-performing teams
- **Change Management**: Leading successful change initiatives

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Course Content

Unit 1: Encouraging a Creative Environment at Work

- Understanding the essence of **innovative leadership** and its role in superior performance
- The critical mass required for fostering change and innovation
- Differentiating between **innovation** and **constant improvement**
- How strategic leadership fosters a culture of innovation
- Case studies on the latest breakthroughs in business through innovation

Unit 2: Gaining the Participation of the Workforce

- Implementing the **G.E. Workout Strategy** to drive engagement
- Creative problem-solving techniques for strategic planning
- Securing workforce **buy-in** and overcoming resistance to change
- Addressing **organizational drift** and cultivating a commitment to innovation

Unit 3: Leading on the Creative Edge

- Fostering creative potential in individuals and teams
- Understanding the psychology of creative people and leveraging their strengths
- Developing skills in **convergent and divergent thinking** for problem-solving
- Strategies for motivating creative individuals and teams
- Techniques for **idea incubation** and creative interaction
- Transforming expenses into assets through creative thinking

Unit 4: Creating a Motivating Climate for Higher Productivity

- The **Ten Key Elements for Mission Formulation** to inspire success
- Setting creative goals and performance targets
- Establishing a **Sense of Significance** and purpose within the team
- Designing reward systems that foster high performance

- Application of the **Four-Step Pygmalion Theory** to enhance motivation
- Understanding generational differences and their impact on motivation

Unit 5: Driving Strategic Change

- Managing the complexities of change in dynamic environments
- Utilizing **Kotter’s Change Management Techniques** for effective change leadership
- Strategies for communicating the urgency of change initiatives
- Recognizing and addressing the risks and downsides of change management
- Building a culture that **embraces constant change** as a path to innovation and growth

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Achievement-Oriented Leadership

In today’s competitive environment, achievement-oriented leadership is essential to drive teams toward success. This course will explore the nuanced behaviors and techniques leaders can employ to foster a **high-performance mindset**. Focusing on goal setting, accountability, and transparent progress monitoring, leaders will learn how to implement **smart goal leadership practices** that challenge and motivate their teams to excel.

Participants will also be introduced to the fundamentals of **achievement-oriented leadership**, including:

- Aligning team efforts with organizational goals
- Holding teams accountable for high performance
- Motivating individuals and teams through achievable, yet ambitious goals
- Creating a culture of transparency, feedback, and continuous improvement