BLACKBIRD FOR TRAINING

Leading for Creativity and Innovation

30 November – 4 December 2026
Casablanca (Morocco)



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Ref: 3008_130892 **Date:** 30 November – 4 December 2026 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

The traditional models of leadership are outdated, and the modern workplace requires leaders who can foster creativity and innovation to thrive in competitive environments. This training seminar introduces the concept of leading for creativity and innovation, equipping you with the tools and techniques to become a creative lead. Gone are the days of heroic management; today's leaders must embrace development, involvement, and the empowerment of staff. In this course, you will learn how to lead creatively, harnessing the power of innovation to drive success within your team and organization.

As a creative leader, you will learn how to apply new leadership models to unlock your team's full creative potential. By the end of this course, you will be prepared to navigate the complexities of modern leadership, developing the skills necessary to inspire and lead innovative teams effectively.

Course Objectives

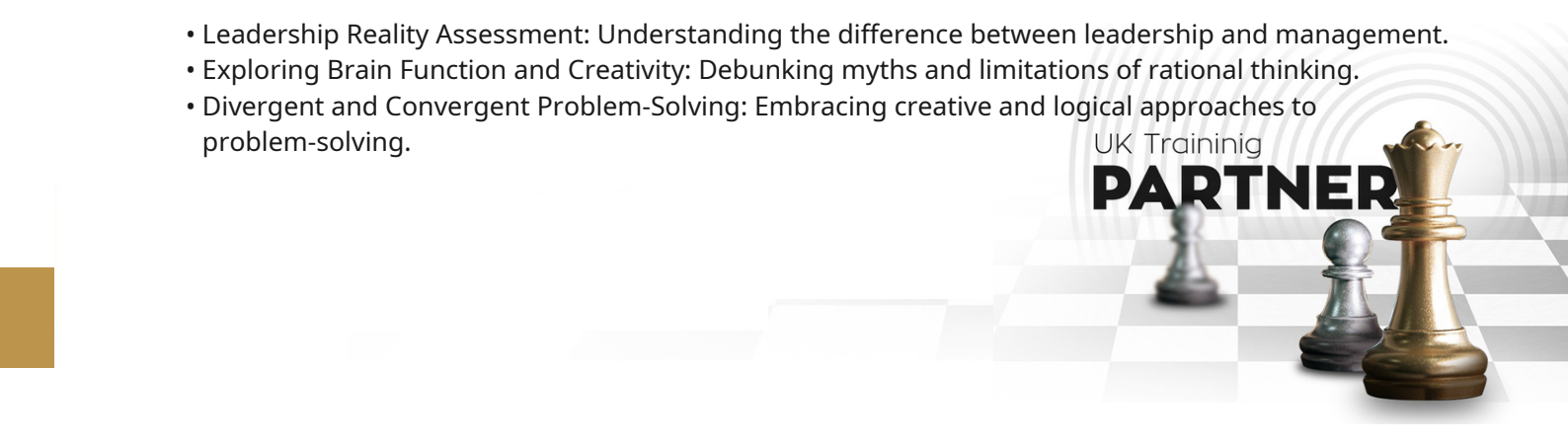
This course is designed to help you develop essential creative lead skills and refine your ability to lead innovation. The key objectives include:

- Create your personal leadership brand: Learn how to build a leadership identity that emphasizes creativity and innovation.
- Choose appropriate techniques for personal self-discovery: Develop methods to unlock your creative potential and understand your leadership style.
- Use innovative methods to harness others' creative potential: Understand how to foster an environment where team members can thrive and contribute innovative ideas.
- Communicate your vision through creative and engaging methods: Master how to communicate your vision in fresh, sensory, and impactful ways that inspire your team.
- Explore the outer limits of the group. creativity: Learn how to push your team's creative boundaries and generate groundbreaking ideas together.

Course Outlines

Day 1: Creative Problem-Solving

- Leadership Reality Assessment: Understanding the difference between leadership and management.
- Exploring Brain Function and Creativity: Debunking myths and limitations of rational thinking.
- Divergent and Convergent Problem-Solving: Embracing creative and logical approaches to problem-solving.



Day 2: Overcoming Personal Blockers to Creativity

- Sigmoid Curve - Lifecycle Model: Understanding growth, change, and innovation.
- Personal Goal Alignment: Aligning your leadership goals with personal creativity.
- Attitudes to Risk and Innovation: Cultivating a mindset that embraces risk and creative growth.

Day 3: Developing Vision Creatively

- Using Differing Thinking Styles: Expanding your leadership approach to include diverse perspectives.
- Organizational Culture and Innovation: How company culture impacts creative leadership.
- Letting Go of the Ego: Embracing humility in leadership to encourage innovation.

Day 4: Communicating Vision Creatively

- The 7-Step Creative Process: A structured approach to creativity and innovation.
- Models of Communication: Effective communication strategies for creative leaders.
- Leading Without Directing: Inspiring action through influence, not control.

Day 5: From Ideas to Action: Creativity and Change

- Motivation and Change: Understanding how creativity leads to motivation and success.
- Overcoming Organizational Barriers: Removing obstacles that prevent creative change.
- Building a Creative Consensus: Engaging stakeholders and aligning team members with your vision.

Why Attend This Course? Wins & Losses!

The ability to lead creativity and innovation is crucial to achieving long-term success in today's competitive work environment. By attending this course, you will gain the following benefits:

- Develop creative leadership skills: Master the art of leading innovation and inspire your team to reach new creative heights.
- Learn how creativity leads to success: Understand how creativity drives innovation and delivers tangible results for your team and organization.
- Become a successful creative lead: Gain the tools needed to foster a culture of creativity and innovation within your team.
- Enhance communication strategies: Learn how to communicate your vision in ways that engage and motivate your team to action.
- Overcome leadership barriers: Learn how to identify and overcome the personal and organizational challenges that can hinder your ability to lead creatively.



Conclusion

This course will empower you to become a creative leader capable of driving innovation and success in your organization. Whether you are asking yourself how to become a creative lead or seeking to understand what does a creative lead do, this course offers the strategies and knowledge you need to excel in leading for creativity and innovation. Enhance your leadership abilities and gain the confidence to guide your team toward creative breakthroughs that result in success.

