

## Leading for Creativity and Innovation

*Amsterdam (Netherlands)*

*10 - 14 March 2025*

UK Training

# PARTNER



## Leading for Creativity and Innovation

Code: LM28 From: 10 - 14 March 2025 City: Amsterdam (Netherlands) Fees: 4200 Pound

### Introduction

This training seminar challenges dated ideas and preconceptions of traditional leadership. Through innovative and transformational models and techniques, you will be guided and coached to maximize your own, and your team's creative potential. The days of heroic management belong in the past, it is an era of development, involvement, and empowerment of staff. The modern-day leader needs a completely new tool kit to ensure their department flourishes in this highly competitive work environment.

The emphases of this exciting and thought-provoking training course are communication; flexibility; versatility; vision; involvement and creative thinking. You will be encouraged to think outside the box, expand your comfort zone, challenge, and embrace new ideas and concepts. You will also be taught the crucial methodology of identifying possible pitfalls, traditions, and conflicts that could prevent you from transferring your newly acquired skills to the workplace.

### Course Objectives of Leading Creatively

- Create your own personal leadership brand.
- Select appropriate techniques for your personal self-discovery.
- Demonstrate innovative methods for harnessing others' creative potential.
- Communicate your vision through multiple sensory, refreshing, and engaging ways.
- Explore the outer limits of group creativity.

### Leading Creatively Course Outlines

#### Day 1

##### Creative Problem-Solving

- Leadership Reality Assessment.
- Leadership vs. Management.
- Understanding Our Brain Function.
- Myths of Creativity.
- The Limitations of the Rational.
- Divergent Approaches to Problem-solving.
- Letting Go of Logic.
- Analogous Thinking Modes.
- Convergent and Divergent Modes.

#### Day 2

##### Overcoming Personal Blockers to Creativity

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- Sigmoid Curve - Lifecycle Model.
- Continuous Improvement.
- Breakthrough Step Change.
- Self-awareness and the Nature of the Ego.
- Personal Goal Alignment.
- Adaption and Innovation: Personal Preferences for Creating Meaning.
- Exploring Attitudes to Risk.
- Left- and Right-brain Thinking.

### Day 3

#### Developing Vision Creatively

- Using Differing Thinking Styles.
- Johari's Window.
- The Business Plan Process & Creating a Vision.
- Harnessing the Power of the Team.
- Organisational Culture and its Influence on Innovation.
- Letting Go of the Ego.
- Working with Different Creative Preferences.

### Day 4

#### Communicating Vision Creatively

- The 7-Step Creative Process.
- Models of Communication.
- Viral Visioning.
- Authenticity and Trust.
- Creativity Tools, Techniques & Strategy.
- Letting Go of the Vision.
- Leading without Directing.
- Possible Leadership Beliefs.

### Day 5

#### From Ideas to Action: Creativity and Change

- Motivation - Hierarchy of Needs.
- Overcoming Organisational Barriers to Creativity and Change.
- Nurturing a Learning Environment.
- Is Money a motivator?
- Personality Profiling.
- Building a Creative Consensus.
- Engaging Stakeholders Creatively.
- Influencing and Motivating through Change.

UK Training

**PARTNER**



## Blackbird Training Cities

### Europe



Copenhagen (Denmark)



Sarajevo (Bosnia and Herzegovina)



Málaga (Spain)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Los Angeles (USA)



Florida (USA)



Online



Phoenix (USA)



Texas (USA)



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)

### USA & Canada

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Singapore (Singapore)  
(Kuwait)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)



UK Training  
**PARTNER**

The image features a graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board, with 'PARTNER' in a larger, bold font.