



**Certificate in Leadership  
Challenges: Strategic, Future,  
Design, Systemic, Analytical,  
Innovation & Creative Thinking**

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# Certificate in Leadership Challenges: Strategic, Future, Design, Systemic, Analytical, Innovation & Creative Thinking

## Course Summary:

By applying creativity to the tasks and challenges you face in your work, you will begin to experience breakthroughs you never thought possible. You will feel sure you really are on the creative edge and be able to consider different sides of an issue while anticipating a broader range of possibilities. In this seminar you will discover how to build and expand your creative abilities.

## Participants will develop the following competencies:

- Use effective communication to motivate creativity in your team
- Help your team find creative solutions to workplace challenges
- Come to better conclusions and decisions more often
- Recognise and encourage creative people
- Learn how to challenge assumptions and expand perceptions about situations

## Training Methodology

This seminar uses self-assessment questionnaires, models, practical exercises, case studies, presentations and group discussion to develop creative thinking and innovative decision making skills. The use of participants' own real work situations adds reality and enhances transference of learning. This is a non-threatening environment which will allow participants to practice safely techniques they will then transfer to the workplace.

## Who Should Attend?

This seminar is designed for all leaders - supervisors, professionals and executives who are required to handle various issues and challenges. This course is also recommended for professionals who desire to enhance their creative abilities for better workplace performance.

## Associations

National Association of State Boards of Accountancy (NASBA): BTS Training & Consulting is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website [www.learningmarket.org](http://www.learningmarket.org)

## Course Objectives:

This seminar aims to enable participants to achieve the following objectives:

- Build a culture that promotes innovation & creativity
- Become familiar with different styles of thinking and identify your personal preferences
- Develop creativity for transformational leadership
- Learn how to find out what you don't know—and solve the real problem
- Challenge existing approaches to workplace issues
- Develop flexible creative and well motivated teams

## Organizational Impact

What does the organisation gain by sending their employees on this course? Attending this seminar will enable participants to use simple but highly-effective creative problem-solving and decision-making tools to better:

- Align their efforts to achieve organizational goals and objectives
- Build and develop their team's working style and processes
- Enhance their team's commitment and achievement
- Transfer the classroom learning directly to the workplace with immediate impact
- Create a climate of innovation amongst their teams
- Create ownership of complex problems and empower solutions

## Personal Impact

As a participant, you will learn to:

- Consolidate the tools and techniques for thinking creatively
- Make better decisions for solving problems innovatively and successfully
- Learn a process for ensuring that your team contribute effectively
- Enhance creative thinking in the workplace
- Display the confidence to tackle complex issues courageously
- Employ a comprehensive toolkit of processes and techniques to ensure success in any situation

## Course Outline:

### DAY 1

#### Understanding Your Creativity

- Creativity & your personality
- Understand and use personality styles as a management tool
- Creative flexibility to manage effectively
- Importance of perception
- Maximising our perceptual ability
- Creativity and the Holistic Model
- Creative people from the past
- Building a Creative Model

## DAY 2

### Generating Creativity

- Understand how creative thinking works
- Developing Openness to new ideas
- The Creative Mind: Whole Brain Thinking
- Distinguish stages of the creative process
- Recognise what makes excellent creative thinking
- Identify and understand the creativity in others
- Developing a Creative environment
- Consciousness and competence

## DAY 3

### Strategies for Creative Problem Solving

- Problem-solving strategies
- Getting in the right mindset
- Taking risks & looking for paradigm shifts
- Defining the Real Problem
- Recognising mental blocks to creativity
- Brainstorming for solutions
- Utilising the SLIP technique
- Utilising the drill down funnel

## DAY 4

### Encouraging a Creative Climate at Work

- Releasing creativity at work
- Fostering creativity
- Incubating ideas
- Challenging assumptions
- Creativity for business breakthroughs
- Sharpen your creative thinking: Metaphors & Analogies
- Releasing Creativity through Coaching
- Sharing information for creative solutions

## DAY 5

### Leading on the Creative Edge

- Innovative leadership for excellent performance
- Convergent & Divergent Thinking Skills
- Developing creative potential in teams
- Understanding creative people
- Motivating creative individuals at work
- Interacting creatively
- Planning your Creative future