

Creative Leadership Workshop

Developing key skills in innovation and leadership



Innovation is a key driver for competitive advantage. Implementing new processes and offerings is the best way to find new sources of revenue, reduce costs and improve profitability. How can you make your organisation more entrepreneurial and develop fresh approaches to business issues?

The Creative Leadership Workshop is a focused, practical course designed to motivate people and inspire them to unleash their creativity. It will improve your capability to implement new products and processes. Delegates learn skills in leadership, idea generation and evaluation including:

- Ø The characteristics of innovative leaders
- Ø Problem analysis techniques
- Ø Idea generation techniques
- Ø Lateral thinking skills
- Ø Advanced brainstorming
- Ø Idea Evaluation
- Ø De Bono's Six thinking hats

The workshop is challenging, interactive and fun. Participants develop creative skills that they can put into immediate effect. They learn by trying different techniques on real business problems. They generate radical ideas for issues specific to your organisation. The course is typically run off-site and lasts one or two days.

Who should attend? Anyone who wants to find new solutions to problems and to build a culture of creativity in their team.

The workshop is run by Paul Sloane, author of *The Leader's Guide to Lateral Thinking Skills* and many other books and articles on leadership and innovation. He is a renowned speaker and course facilitator.

Some quotes from delegates:

'Really useful material presented enthusiastically and with immediate relevance.'

BT

'A good mix of presentations and case studies'

Shell

'Well presented. Paul is professional and engages well with the audience.'

Northern Ireland Office

'It was really very good and the team has lots of new tools.'

Flowmaster

'Very knowledgeable on the subject, extremely informative.'

Aberdeen City Council



destination innovation