

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

# Course: Creative Strategic IT Leadership

| Code | City | hotel | Start | End | price | Language - Hours |
|---|---|---|---|---|---|---|
| LC-698SA | Dammam | Hotel Meeting Room | 2027-11-14 | 2027-11-25 | 19450 SR | En - 50 |

## Overview

## Introduction

This seminar is designed to provide IT leaders and professionals with a set of transformational tools and techniques to help them maximise their own and their team's creative potential. The starting-point for this seminar is self-discovery; participants will work on the inside first and then focus outwards onto the world of business.

**The initial focus of the seminar will be:**

- Preparation to move out of your comfort zone and experiment with new ways of creating and communicating an inspiring leadership vision.
- To define IT strategy and set out techniques for leading an agile IT organisation that is customer-centric, makes good strategic management and technical decisions and leverages IT resources effectively.
- The emphasis on the strategic importance of information services to the enterprise and their contribution as a critical partner in meeting business goals.
- Identifying opportunities for new kinds of thinking and learning to challenge the givens without breaking the bonds
- How to improve your negotiation skills and overcome departmental and organisational obstacles to success

**The seminar is split into two modules:**

MODULE I - Leading Creatively

MODULE II - Strategic IT Leadership

Each module is structured and can be taken as a stand-alone course; however, delegates will maximise their benefits by taking Module 1 and 2 back-to-back as a two-week seminar.

## Objectives

**By the end of this programme you will be able to:**

- Set out their personal leadership brand
- Demonstrate innovative methods for harnessing others' creative potential
- Articulate a vision using multiple sensory representations
- Communicate their vision in refreshing and engaging ways
- Identify critical components of a strategically-aligned IT department
- Apply value and performance measurement techniques
- Develop meaningful recruitment and retention policies
- Evaluate technology solutions, vendor selection and outsourcing

## Training Methodology

This seminar will not rely on a series of lectures to tell you what you should be doing. Instead it uses a range of approaches to learning, including experiential group activities, individual visioning exercises and syndicate discussions, to allow you to see and feel for yourself the power of the creative mind. Formal inputs are used to introduce a limited amount of underpinning theory. A key part of the learning process is sharing the differing experiences participants bring, as well as experimenting with novel – and sometimes challenging – techniques.

## Organisational Impact

- Leaders at all levels who can develop and communicate a shared vision are better

able to engage and motivate their teams and can focus on longer-term organisational and customer needs.
- IT professionals who can align IT and corporate strategy are better able to demonstrate the return on investment of their function.
- Delegates develop and implement visionary, innovative and effective IT strategies that support the corporate vision and contribute demonstrably to its success.
- Focus on long-term organisational and customer needs
- Increased effectiveness against personal KPI's through more effective use of team

## Personal Impact

- Participants will be challenged to explore and articulate a personal vision of the future based on aligned and coherent values within and beyond the boundaries of their professional sphere.
- Clear sense of personal and professional vision of the future
- Aligned and coherent personal values
- Stronger personal self-confidence levels
- Opportunities for networking and sharing ideas will provide a further catalyst to personal growth.

## SEMINAR OUTLINE

### Module I

### Leading Creatively

### 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

## Overcoming Personal Blockers to Creativity

- 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

## Developing the Vision Creatively

- Six thinking hats
- 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

## Communicating the 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

**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

**Module II**

**Strategic IT Leadership**

**Leading and Managing the IT Department**

- Understand the challenges of the IT manager
- How to value IT services
- Communicate IT value to upper management, peers and end-users.
- Understand the responsibilities of the IT team leader.

**Managing Technology**

- Understand the Strategy for Managing Existing Technology

- Know when to develop and adopt New Technologies

- Be Aware of how to manage assets effectively.

## Using Influence

- Understand the different types of influential power.
- Be aware of the various influence strategies
- Select the most effective influence strategy for the situation
- Understanding negotiations, tactics and techniques.
- Use influence effectively to thrive as an IT manager

## Strategic Decision Making

- Apply strategic decision making
- Recognizing strategic decisions and initiatives.
- Apply strategic decision making to vendor selection
- Understand when to outsource

## Developing the IT Strategic Plan and Budget

- Using the mission as an IT driver
- Defining the customer profile
- understanding the partnership model
- Creating a strategic plan
- Planning and budgeting issues

## Managing IT Quality

- Understanding the importance of managing by process
- Understand the definitions of quality
- Applying maturity models
- Using process management
- Applying international standards

## Building the IT Management Team

- Evaluating IT performance and metrics
- Understanding delegation and motivation
- Team building
- Managing the management team and stakeholders.

## IT Project Management

- The Importance of Project Management
- Defining Project Manager talents and skills
- Understanding the principles of Project Management

## IT Performance Metrics

- Developing a measurement strategy
- Creating a “Best Practices” based organization
- Deploy metrics
- Managing by facts and results
- Integrate metrics into the strategic plan

## Common Pitfalls and Lessons Learned

- Balancing technical and corporate requirements
- Balancing tactical and strategic decisions
- Evaluating new and existing technologies
- Balancing management styles and culture.

**The Scandinavian Academy for Training Center** adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

**Program Timings:  9:00 AM to 2:00 PM**

**The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

# Our Success Partners

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