

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: Strategy, Leadership & Innovation: achieving strategy through leadership

| Code | City | hotel | Start | End | price | Language - Hours |
|---|---|---|---|---|---|---|
| LC-144SA | Al Baha | Hotel Meeting | 2027-01-31 | 2027-02-04 | 10950 SR | En - 25 |

## The Course

Innovation is the key strategy of many organizations in the global competitive industries of the new century. New ideas can lead to programs, products and services which can provide a distinct competitive advantage over competitors. With routine tasks becoming more automated and the competitive environment becoming more dynamic, creative problem solving and innovation will play an increasingly important role in determining the success of business leaders. Creativity is the process of generating new and useful ideas. Innovation is taking a new idea and putting to use. The critical role of the leader is to create the environment where creativity and innovation flourish, and where people's innate resistance to the changes that requires is successfully overcome.

This program offers an opportunity to focus on the development and nurturing of people, processes and practices that foster innovation to come up with better methods and services to outperform competition. The program will demonstrate how to take the strategic plan and process to the next level and gaining the essential "buy-in" from all employees by a methodology proven by some of the world's largest corporations. Getting their energy, ideas and changes to make the strategic process a success is vital and is the core of this program.

## The Goals

### This seminar aims to enable participants to:

- Set creativity and innovation in a strategic context

- Understand the drivers for a greater emphasis in business on creativity and innovation
- Identify the processes and activities which support creativity and innovation in organizations
- Identify the strategies, tools and techniques to improve levels of creativity and innovation
- Understand how the process of change can block or enable employees at all levels to resist or embrace a greater emphasis on creativity and innovation
- Understand the crucial role and skills of the leader in creating an environment where creativity and innovation thrive

## The Process

The training will incorporate the latest thinking in adult learning principles including experiential exercises, self-assessments, video dramatizations, skill practices, case studies, behavior modeling, and group discussion. The emphasis is on application rather than theory. It enables participants to learn new competencies and gives them the tools to apply them back home.

## The Benefits

- Develop skills for strategic leaders to lead the process of building the right culture for fostering innovation
- Improve preparedness to deal with strategic improvements
- Establish organizational, team and personal innovative capabilities
- Improve performance by executive innovative processes and functions
- Improve motivation and gain participation of the full workforce
- Allow leaders to better meet challenges of dynamic, strategic change

## The Results

The skills learned in this program will enable any manager to drive forward new ideas

that can contribute to making any new strategy a success. Advancements in an enterprise come about because innovation or constant improvement techniques are encouraged by management to get all employees performing with new levels of thinking. Gaining the buy-in from all participants who can make the new strategy or change work is a key result of this program.

## The Programme Content

### Day One : Encouraging a Creative Climate at Work

- Innovative leadership for excellent performance
- The Critical mass for change and innovation
- Innovation VS Constant Improvement
- How a Leader Creates a Climate of Innovation
- Case Study on Most Innovative Companies
- Innovation and current business breakthroughs

### Day Two : Gaining the Participation of the Workforce

- The G.E. “Workout” Strategy
- Developing Creative Solutions for Strategies
- Gaining the “Buy-In” from the workforce
- Overcoming Paradigms
- Dealing with Organizational “Drift”
- Case Study on Gaining Empowerment

### Day Three : Leading on the creative edge

- Developing Creative Potential in People and Teams
- Understanding Creative People
- Convergent & Divergent Thinking Skills
- Motivating Creative Individuals at work
- Incubating ideas

- Interacting creatively
- Converting expenses to assets using creativity

**Day Four : Creating a Motivating Climate for Higher Productivity**

- The Ten Key Elements to Setting up new Missions
- Setting Goals and Targets Creatively
- Creating a “Sense of Significance”
- Rewarding Performance
- The Four Step “Pygmalion” theory
- Generational Motivators

**Day Five : Driving Strategic Change**

- Managing the Change Process
- Kotter’s Change Management Techniques
- Communicating with a Sense of Urgency
- The Downside of Change
- Creating a climate of Constant Change

**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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