

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: Leading Creatively

Code	City	hotel	Start	End	price	Language - Hours
LC-221SA	Jeddah	Hotel Meeting Room	2026-12-06	2026-12-10	9950 SR	En - 25

Introduction

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

The focus of the seminar will be on thinking in different ways. Participants should be prepared to move out of their comfort zone and experiment with new ways of creating and communicating an inspiring leadership vision.

The highlights of this seminar are:

- How to identify opportunities for new kinds of thinking
- How to profile peoples personality types
- How to create and communicate a compelling vision
- How to harness the creative power of the team
- How to facilitate others' creativity in innovative ways

Objectives

By the end of this seminar, participants will be able to:

- Set out their personal leadership brand
- Select appropriate techniques for self-discovery
- Demonstrate innovative methods for harnessing others' creative potential
- Articulate a vision using multiple sensory representations

- Communicate their vision in refreshing and engaging ways
- Explore the outer limits of group creativity

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

- Linking creativity and innovation to organisational performance
- Leaders at all levels who can develop and communicate a shared vision
- Leaders who can engage and motivate their teams
- Focus on long-term organisational and customer needs
- Increased effectiveness against personal KPI’s through more effective use of team
- Leaders with focus on actions and outcomes not theory

Personal Impact

- Clear sense of personal and professional vision of the future
- Aligned and coherent personal values
- Stronger personal self-confidence levels
- Stronger in dealing with challenging team in work
- The programme will present opportunities for networking
- Sharing ideas which will provide a further catalyst to personal growth

SEMINAR OUTLINE

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

- 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 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

DAY 4

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

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

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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