

# aractech

Global Learning for Operational Leaders



LEADERSHIP AND MANAGEMENT | LM-009

## Certified Innovation Leader

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# Course content

## Why Attend

In today's volatile economy, Smart Leaders recognize that the pathway to success and advancement lies in fostering innovation.

This entails the creation and execution of groundbreaking ideas, encompassing novel approaches to productivity and competitive offerings.

## Course Methodology

## Course Objectives

- How to research and identify new ideas that can be applied to your own organization
- How to create an Innovative Culture that fosters new ideas into enterprise solutions
- How to motivate, seemingly unmotivated workers to perform at higher levels
- How to generate new ideas to overcome problems in the workplace
- How to turn expenses and liabilities into assets and income for your business

## Target Audience

- This training course is intended for Managers and Leaders who want to transform or improve their operations and organizations through the implementation of strategies with a greater level of creativity and innovation.
- This training course is suitable to a wide range of professionals but will greatly benefit:
  - Managers and Executives at all Levels
  - Supervisors

# Course outline

## Detailed course outline

Day-by-day outline for Certified Innovation Leader.

### Day 1 - Leading Creativity and Innovation at Work

- Understanding Strategy and Leadership in the 21st century
- Innovation vs. Constant Improvement
- Innovative Leadership as a Transformative Force for Success
- The critical mass for change and innovation
- Case Study of Innovative Companies
- Applying Leadership to Achieve Creativity and Innovation

### Day 2 - Achieving Workforce Engagement

- How the G.E. "Workout" Model Engaged Employees
- Achieving "Buy-In" from Your Workforce
- Developing Creative Solutions for Problems and New Strategies
- Overcoming Old Paradigms
- The Characteristics of "Organizational Drift"
- Achieving Results by Leading an Empowered Workforce

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### Day 3 - Leadership with a Creative Edge

- Developing Creative Potential in People and Teams
- How Profiling may Reveal the Creativity in People
- Thinking Skills and Multiple Intelligences
- Learning New Brainstorming Techniques
- How to Incubate New Ideas
- Interacting with 'Creatives' using Influence and Persuasion

### Day 4 - Creating a Motivating Climate for Higher Productivity

- Key Elements in Creating New Missions
- Establishing Goals and Targets with Creative Flair
- Building a "Sense of Significance and Purpose"
- Emotional Intelligence as a Motivator
- Rewarding and Encouraging High Performance
- "Pygmalion and Galatea" Theories Behind Individual Performance

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### Day 5 - Driving Strategic Change

- Managing the Change Process
- Kotter's Change Management Techniques
- Successful Techniques for Leading Effective Change
- How a Leader Communicates a 'Sense of Urgency'
- Overcome the Challenges of Change in Organisations
- Creating an Attitude of Perpetual Change and Improvement

# Seminar dates

## Available seminar dates

Live dates and pricing for Certified Innovation Leader generated from the course details page.

Date	Location	Format	Fee
11 - 15 May 2026	Munich	Classroom	€2,415
8 - 12 June 2026	Amsterdam	Classroom	€2,975
6 - 10 July 2026	London	Classroom	€2,940
10 - 14 August 2026	Istanbul	Classroom	€1,995
14 - 18 September 2026	Vienna	Classroom	€2,975
5 - 9 October 2026	Barcelona	Classroom	€2,695
16 - 20 November 2026	Paris	Classroom	€3,150

### Live online option

Online delivery is available at €1,250.