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Enhancing the Achievement of Strategy through Leadership and Innovation in the Public Sector

Course Overview:

Business in the globally competitive world needs innovation as a key strategy. 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 becomes more dynamic, creative problem-solving and innovation will play an increasingly important role in determining the success of business leaders. Creativity is coming up with new and useful ideas. Innovation is the successful implementation of those ideas. Leaders need to create an environment where creativity and innovation flourish, and where people's innate resistance to the changes that require successfully overcome.

This program aims to develop and nurturing of people, processes and practices that foster innovation to come up with better methods and services to outperform the competition. The course 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 essential and is the core of this program.

Course Objectives:

At the end of this course, the participants will be able 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 critical role and skills of the leader in creating an environment where creativity and innovation thrive
- 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 the participation of the full workforce
- Allow to better meet challenges of dynamic, strategic change

Course Coverage:

Topic 1: Encouraging a Creative Environment at Work:

- Innovative leadership for excellent performance
- The crucial mass for change and innovation
- Innovation VS Constant improvement
- How a leader creates a climate of innovation
- Innovation and current business breakthroughs

Topic 2: 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

Topic 3: 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

Topic 4: 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

Topic5: 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
- Successful Techniques for changing people

Targeted Groups:

- Managers at all managerial levels
- Supervisors
- Team leaders
- Human Resources department
- Employees who are interested to gain very important and essential skills to improve their career path