



Certificate in Smart Leadership

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Transforming
Business *for Good*



Course content

Course Outline

Day One: 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 Two: 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

Day Three: 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
Creative Group Exercise: Identifying Business Processes

Day Four: 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
Group and Team Motivation

Day Five: Driving Strategic Change

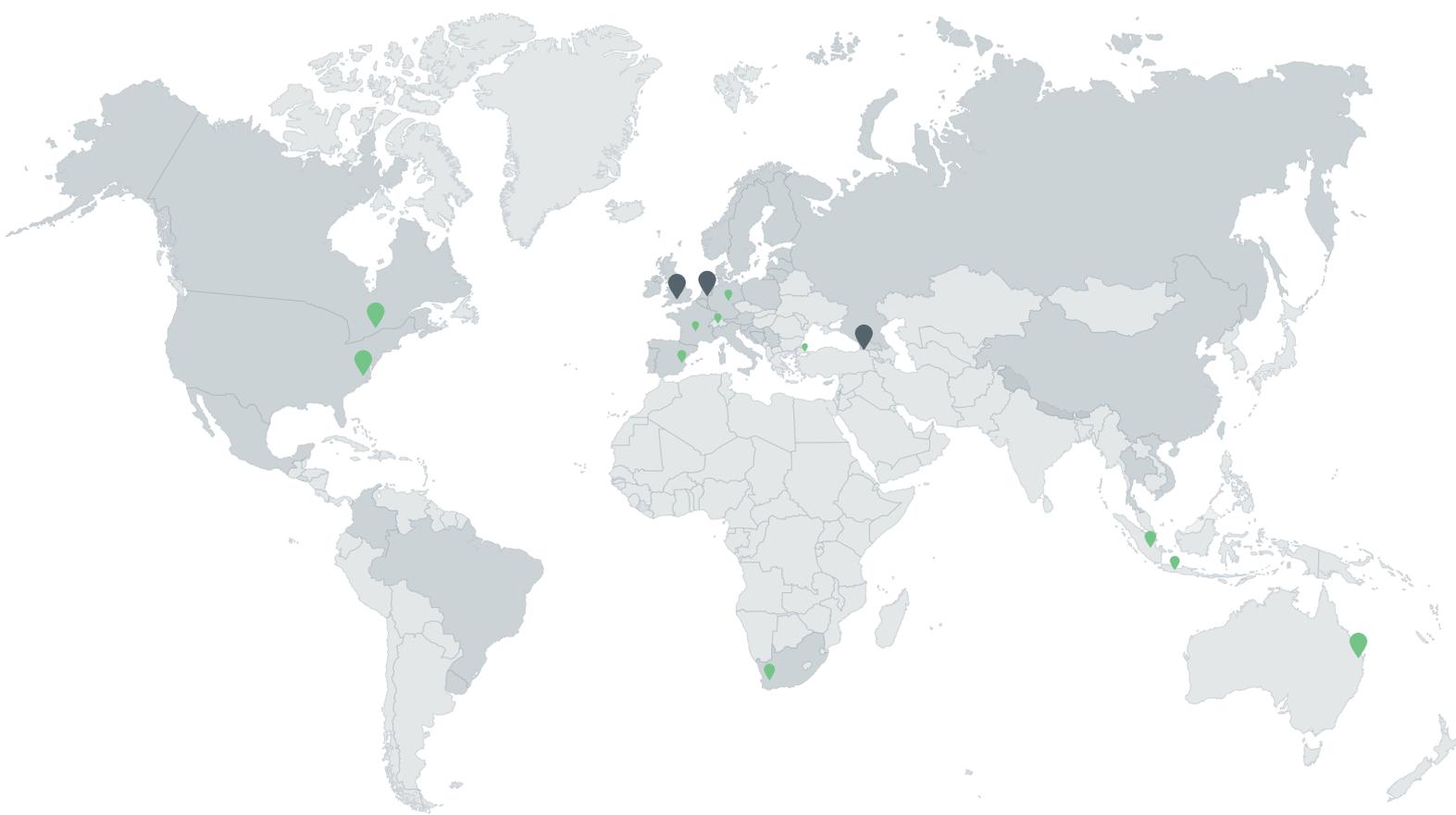
Managing the Change Process
Kotter's Change Management Techniques
Successful Techniques for Leading Effective Change
How a Leader Communicates a 'Sense of Urgency'
Overcome the Challenges of Change in Organisations
Creating an Attitude of Perpetual Change and Improvement
Course Review and Personal Goals

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