



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Planning and development to create an innovative environment

Objectives

- When we talk about creativity, we are talking about a market side in the society based on its connection to art in the past and the genius of another time, and it is linked to an aspect that is unclear and vague to people. But creativity is part of the success and work of every human being and a daily endeavor for everyone who thinks success and development is a new aspect in Our culture has to stand a lot ...
- In this program and workshops, we will discuss the important concept of how to create an innovative creative environment in institutions and organizations, which is critical to the success of institutions in terms of the ability of their cadres to absorb the internal and external environment and their ability to reach strategic or general solutions or trends that can face changes and challenges dynamically Enhancing the success of the institution and this requires an environment of openness and dialogue, and the ability to motivate cadres after selecting them appropriately and develop them with experience and continuing education on the other hand and create an incentive for success and self-realization in those cadres and stimulate creative energies through training And instilling self-confidence in the elements of work and development with the continuous stimulation of knowledge and experience

Who Should Attend?

- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals

Seminar Outline

DAY 1

- Philosophy of Planning, Innovation and Creativity
- Psychology of innovation and creativity
- Creative thinking
- How to create an innovative creative mindset
- Innovation, creativity and self-realization
- Innovative and creative culture in organizations



- Innovative and creative system in organizations
- The relationship between innovation, creativity and personality
- Meaning and definition of personality
- Making the creative and creative environment

DAY 2

- Innovation and creativity in contemporary marketing language
- Importance of commodity innovations for marketing
- Organization of commodity innovations
- Innovative Marketing
- Marketing information as a key to innovation
- Marketing Considerations for Innovation
- Growth strategies in new markets

DAY 3

- Innovative environment
- Compilation of inventions
- Strategic exploitation of innovations
- Cooperation between industry and university as an industrial strategy
- Assistance to innovations
- Protection of innovations

DAY 4

- Factors that generate the need for innovation
- Quality (quality) work life
- Recent developments in the Japanese administration
- Business School Problems in the US Administration
- Characteristics and characteristics of distinguished organizations
- Key points in human resources concepts

DAY 5

- Project requirement
- Yielding benefit
- Subjugation of oppression
- Based persuasion
- Influence based on experience
- Inspiration and enthusiasm
- Development and change of values and beliefs



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