



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Strategies in creative thinking

Objectives

- Enabling participants to have a range of managerial excellence skills that help them perform business efficiently and effectively
- Assisting participants in adopting the necessary future formation methods for their organizations
- Strengthen thinking and understanding of modern, unconventional thinking
- Possessing a set of managerial and technical skills necessary to develop strategic plans, policies and programs and follow up and control them
- Strategic decision-making in an innovative way
- Avoid obstacles to innovation and strategic thinking
- To prepare participants to meet the challenges of the twenty-first century

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

- Study and analysis of global variables
- The scientific and practical concept to achieve excellence and its relation to innovation and creative strategic thinking
- Requirements to achieve excellence through innovation and strategic thinking
- Operation status



DAY 2

- The inevitability of systematic and creative thinking together
- Innovative thinking and logical thinking
- Left and right part functions etc.
- The manager's effective approach to diagnosing and solving problems in an innovative way
- Practical application cases.

DAY 3

- How to develop your creative abilities
- How to support creativity
- Components of the creative process
- How to be innovative
- How to develop an innovative idea
- How to aim an innovative idea
- Survey.

DAY 4

- Continuity of strategic thinking
- Requirements for achieving strategic thinking continuity
- Some terms are used in strategic thinking
- The overall framework of planning and strategic thinking
- Strategic orientation matrices
- Cases and practical applications.

DAY 5

- Obstacles to innovation and strategic thinking
- Of the sayings of innovation and innovation
- Brainstorming
- Innovations to work problems
- Laboratory innovation and strategic and creative development



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