



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





The mechanics of creativity and innovative ideas

Objectives

- Enabling participants to acquire a range of managerial excellence skills that help them perform business efficiently and effectively.
- Assisting participants in adopting the future shaping methods necessary for their organizations
- Strengthen thinking and understanding of modern, unconventional thinking
- Possessing a set of administrative 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

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

- The concept of innovation and creativity
- Definition of innovation through the market
- Innovative society
- Science of Innovation Models
- innovative thinking



DAY 2

- Creative and innovative time
- A climate conducive to innovation and creativity
- Idea catalysts at any time
- Time-related stimuli
- Time to convince others of the idea
- Workshops and applied cases

DAY 3

- The nature of change and innovation
- The process of change
- Change the schema
- Organizational goals of change
- Is it a philosophy I make right for the first time?
- Distinguish between change and innovation
- Main trends of the relationships between change and innovation
- Impact of change and innovation on the organization

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
- Workshops and applied cases,

DAY 5

- Manage innovation and creativity in organizations
- Innovation and creativity in organizations
- Managers of organizations and innovation
- Innovative organizations
- Innovation and types of organizations
- Classification of organizations for innovation
- Principles of innovation in organizations
- Manage innovative activities in organizations
- Organizations and technology strategy
- Planning innovations in the organization
- Organization of research and development activities
- Innovation and creativity strategies



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