



an eegis company

بروجاكس للتدريب والتطوير
Projacs Training and Development

Planning Skills, Monitoring, Evaluation and Innovation @ Work

مهارات التخطيط والمتابعة والتوجيه والابتكار في العمل

22 – 26 March 2021

Istanbul



ProjacsAcademy.com



Objectives

- Define and understand work planning, Creativity and Innovation
- Overview of the brain, cognition and thinking process
- Analyze the cultural and business environments conducive to Creativity and Innovation
- How Creativity and Innovation are channeled to achieve business excellence
- A study of the world's most innovative companies.

Who Should Attend?

- Senior Project Managers
- Senior Operations Managers
- Chief Creative Officers
- CEO's, CFO's, CIO's, CTO's, etc.

Course Outline

Day 1: Define and Understand Creativity and Innovation

- **Creativity**
 - Lateral thinking, planning & Logical deductive reasoning
- **Innovation**
 - Invention and Innovation
 - Linking creativity to Innovation
 - Introduce the individual/group case-studies

Day 2: The Human Brain & Creative Thinking

- **Parts of the Human Brain and their Function**
 - One Brain, different processes
- **The Thinking Process**
 - Different ways the brain processes information

Day 3: Environments Conducive to Creativity and Innovation

- **The Community**
 - Family and upbringing
 - The broader social culture
- **The Educational Environment**
 - School & University
- **The Business Environment**
 - Some industries & Specific businesses

Day 4: How to Channel Creativity and Innovation to Achieve Business Excellence

- **The Corporate Culture**
 - Policies and Procedures
 - Organizational Structure
 - Chief Creative Officer
- **The General Business Environment**
 - Promoting Research & Development
 - Rewarding Invention and Innovation

Day 5: Leaders in Innovative & Creativity

- The Industries in which they compete
- The Countries in which they operate
- The working Environment within
- Lessons Learnt
- Presentations of individual/Group case-studies
- Wrap up & Hand out the Certificates

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **2,950 USD**
**VAT is Excluded If Applicable*

الأهداف

- تحديد وفهم وتخطيط العمل والإبداع والابتكار
- نظرة عامة في اليه الإدراك والتفكير
- تحليل البيئات الثقافية والتجارية تفضي إلى الإبداع والابتكار
- كيف يتم توجيه الإبداع والابتكار لتحقيق التميز في العمل
- دراسة الشركات الأكثر ابتكارا في العالم.

الحضور

- كبار مدراء المشروعات
- كبار مديري العمليات
- الرئيس التنفيذي للشركة، والمدير المالي، ومدير تقنية المعلومات، وقسم النقل، الخ.