



an eegis company

بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Strategic Creativity and Innovation

الابتكار والابداع الاستراتيجي

7 – 11 February 2021

Dubai / United Arab Emirates



ProjacsAcademy.com



## Objectives

- Introduce participants to the concept, importance and stages of planning to achieve business objectives.
- Introduce participants to the scientific methods of the stages of innovation in the preparation of the action plan and follow-up systems.
- Develop the skills of formulating and preparing the objectives of the plan from the reality of studying the current situation of the institution.
- To familiarize the participants with the procedures for the implementation of the plan and the corrective actions for them, as well as to identify the justifications for drawing up and taking those actions.
- Develop the skills of using effective management control and follow-up of the participants' work in a creative and innovative way.
- Develop the skills of preparing and presenting a comprehensive work plan in all work procedures, explaining the appropriate procedures and controlling the plan.
- The concept of innovation in the work and its various tools.

## Who Should Attend?

This program is designed for employees who want to achieve excellence in institutional and individual performance.

## Course Outline

### Day One

#### Integrated Concepts of Planning

- Integrated planning concepts
- Planning system design
- Planning and new global variables
- Tactical planning and strategic planning
- Principles of effective planning
- Why strategic planning?
- Does the company have a strategic plan (practical test)
- Strategic planning thinking pattern

### Day Two

#### The difference between strategic planning and:

- Strategic thinking
- Strategic management
- Old and new planning styles and schools
- The difference between strategic and operational planning
- The difference between long-term planning and strategic planning
- Why don't people plan strategically?
- Ten reasons for the failure of the strategic plan
- The rise and fall of the wave of strategic planning
- The future aspect of the strategic plan

### Day Three

#### Planning, creativity and innovation at work

- Follow-up and innovation skills
- How to measure the efficiency of planning and follow-up
- How to prepare creative plans
- Use methods to define and formulate goals
- Innovative and creative system in organizations
- The relationship between innovation, creativity and personality
- Creating an innovative and creative environment

## Day Four

### Management control and follow-up of action plans

- Message establishment of the institution
- The importance and types of administrative control
- Use effective control and follow-up to design pla
- Overlap and integration between control and planning
- Follow-up and how to draw procedures

### TQM

#### Continuous improvement Kaizen

#### BSC balanced measurement card

#### 6 Sigma

## Day Five

### Strategic Planning

- Why strategic planning
- Integrated and continuous strategic planning system
- Strategic planning thinking pattern
- Strategic thinking
- Strategic management
- Old and new planning styles and schools
- The difference between strategic and operational planning
- The difference between long-term planning and strategic planning
- Why people do not plan strategically
- Ten reasons for the failure of the strategic plan
- The rise and fall of the wave of strategic planning
- The future aspect of the strategic plan

## 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\*

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

## الاهداف

- تعريف المشاركين بمفهوم وأهمية ومراحل التخطيط لتحقيق أهداف العمل.
- تعريف المشاركين بالأساليب العلمية لمراحل الابتكار في اعداد خطة العمل وأنظمة المتابعة
- تنمية مهارات صياغة وإعداد أهداف الخطة من واقع دراسة الوضع الحالي للمؤسسة.
- تعريف المشاركين بماهية إجراءات تنفيذ الخطة والإجراءات التصحيحية لها مع التعرف على المبررات التي تحتم رسم واتخاذ تلك الإجراءات.
- تنمية مهارات استخدام اسلوب الرقابة والمتابعة الإدارية الفعالة لجهة عمل المشاركين بطريقة إبداعية وابتكارية.
- تنمية مهارات إعداد وعرض خطة عمل شاملة بكافة إجراءات العمل و شرح الإجراءات المناسبة والرقابة على الخطة.
- مفهوم الابتكار في العمل وادواته المختلفة.

## الحضور

- صمم هذا البرنامج للعاملين الراغبين في احداث التميز في الأداء المؤسسي والفردى.