



**Asia Masters Center**

## **Innovative Leadership & Strategic Planning** **& Organizational Effectiveness**



## Innovative Leadership & Strategic Planning & Organizational Effectiveness

### ➔ Course Objective

- Demonstrate innovative methods for harnessing others' creative potential
- Communicate your vision in refreshing and engaging ways
- Define the concepts of 'strategy' and 'strategic plans'
- Understand and explain visionary thinking as part of the strategic process and apply strategic planning to your own management issues
- Place your own part of the organisation within the overall context of corporate strategy
- Gain confidence in managing your own contribution to strategic implementation

### ➔ Target Audience

- Senior Management Professionals,
- Team Leaders, Supervisors
- and All Professionals who are responsible for driving company growth by creating or eliciting new ideas and paradigms. Alternatively,
- Anyone who wants to forge innovative approaches to communications,

- human resource and training managers searching for breakthrough ideas and tools they can use to harness the creativity in others within their organisation.



## Course Outline

### **Creative Problem-Solving**

- Leadership Reality Assessment
- Leadership Vs Management
- Understanding Our Brain Function
- Myths of Creativity
- The limitations of the rational
- Divergent approaches to problem-solving
- Letting go of logic
- Analogous thinking modes
- Convergent and divergent modes

### **Developing the Vision Creatively**

- Six thinking hats
- Using differing thinking styles
- JoHari's window
- The business plan process & creating a vision
- Harnessing the power of the team
- Organisational culture and its influence on innovation
- Letting go of the ego
- Working with different creative preferences

### **From Ideas to Action: Creativity and Change**

- Motivation - Hierarchy of Needs
- Overcoming organisational barriers to creativity and change
- Nurturing a learning environment

- Is Money a motivator?
- Personality Profiling
- Building a creative consensus
- Engaging stakeholders creatively
- Influencing and motivating through change

### **Strategic Thinking and External Analysis**

- Definitions of strategy and strategic planning?
- Why are strategy and strategic planning important?
- Understanding the main frameworks for strategic analysis
- Private and public sector strategies – similarities and differences
- External analysis - understanding and analysing business attractiveness
- Analysing customers and benchmarking your own strategic position
- How attractive is the game that we have chosen to play?

### **Strategic Implementation and Getting the Value out of Strategy**

- Alignment of strategy, culture, structure and people
- Effective execution - converting strategic analysis and planning into action
- Aligning and linking strategy with operational objectives
- Implementation – getting practical things done
- Creating tomorrow's organisation out of today's organisation
- Strategic planning at a personal level
- Overview - the complete strategy process
- Summary and conclusions - the corporate and individual value of strategic planning

### ➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

### ➡ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

**Price (USD)**

**Communicate with the training department  
to know the participation fees**

➤ **There are offers and discounts for groups**

**The details of the bank account**

**Bank name: CIMB Bank Berhad**

**Account name: Asia Masters Center SDN. BHD**

**Bank account number: 80-0733590-5**

**Swift code: CIBBMYKL**

**IBAN: Null**