

CREATIVE LEADERSHIP AND INNOVATIVE MANAGEMENT IN THE WORKPLACE



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TRAINING CENTER



Introduction

Creative Leadership and Innovative Management in the Workplace shows how leaders build the conditions where new ideas appear, survive scrutiny, and reach the market. Innovation rarely fails from a lack of ideas; it fails from unclear problems, weak processes, and cultures that punish risk. This Creative Leadership and Innovative Management in the Workplace Training Course addresses all three. Participants learn to frame problems, run structured ideation, screen and prototype options, and manage innovation portfolios. Furthermore, the course covers creative team leadership, psychological safety, design thinking, and metrics for innovation. It also examines how to move ideas through approval systems and pilots without losing momentum. As a result, participants leave able to lead innovation as a managed discipline.

Creative Leadership and Innovative Management in the Workplace Course Objectives

- Apply creative leadership behaviours that encourage idea generation and experimentation.
- Frame problems using the design thinking process and the double diamond model.
- Run structured ideation sessions with SCAMPER, brainstorming, and brainwriting.
- Evaluate ideas using impact/effort matrices and weighted scoring models.
- Build rapid prototypes and run structured tests before full investment.
- Manage innovation portfolios with the three horizons model and the innovation matrix.
- Build psychological safety and tolerance for smart failure in teams.
- Apply stage-gate processes and lean startup methods such as build/measure/learn.
- Measure innovation performance using input, process, and output metrics.
- Lead change so new practices survive after the pilot phase.

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Course Methodology

The course applies interactive, practice-based methods:

- Facilitated workshops on real workplace problems.
- Innovation sprints producing prototypes within the session.
- Case studies of successful and failed innovation programs.
- Creative thinking exercises and structured ideation practice.
- Group critique and idea screening sessions.
- Action planning that converts each method into a workplace routine.

Who Should Take This Course

- Team leaders, supervisors, and managers.
- Innovation, R&D, and product managers.
- Department heads and business unit leaders.
- Project, program, and change managers.
- HR, learning, and organizational development professionals.
- Professionals responsible for continuous improvement.

Creative Leadership and Innovative Management in the Workplace Course Outlines

Day 1: Foundations of Creative Leadership

- Defining creativity, innovation, and inventive leadership.
- Separating idea generation from idea execution.
- Understanding the four types of innovation and their risk levels.



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- Reviewing creative leadership traits and behaviours.
- Diagnosing organizational barriers to innovation.
- Building psychological safety for experimentation.
- Assessing your team's current innovation climate.

Day 2: Problem Framing and Creative Thinking

- Framing problems with the design thinking process.
- Using the double diamond to diverge and converge.
- Applying the Five Whys and problem restatement techniques.
- Running SCAMPER and forced-connection exercises.
- Practicing brainstorming and brainwriting methods.
- Using analogical thinking and cross-industry borrowing.
- Selecting the right problem worth solving.

Day 3: Ideation, Screening, and Prototyping

- Facilitating ideation sessions with clear rules and roles.
- Clustering and theming ideas with affinity mapping.
- Screening ideas using impact/effort and value/complexity grids.
- Building low-fidelity prototypes quickly.
- Running structured tests with real users.
- Applying build/measure/learn from the lean startup method.
- Documenting learning from prototype results.





Day 4: Innovation Management and Portfolio Discipline

- Applying the three horizons model to innovation portfolios.
- Using the innovation matrix to balance incremental and radical work.
- Running stage-gate reviews for development projects.
- Allocating resources across exploration and exploitation.
- Managing intellectual property and confidentiality basics.
- Building business cases for innovation proposals.
- Reviewing a portfolio for balance and risk.

Day 5: Scaling Innovation and Leading Change

- Turning pilots into scaled practice.
- Applying Kotter's eight steps to innovation adoption.
- Building innovation communities and idea channels.
- Rewarding experimentation and smart failure.
- Measuring innovation with input, process, and output metrics.
- Sustaining momentum through governance and sponsorship.
- Finalizing a creative leadership and innovation action plan.



Conclusion

By successfully completing Creative Leadership and Innovative Management in the Workplace, participants will have acquired practical methods for leading innovation as a managed discipline, covering problem framing, structured ideation, screening, prototyping, portfolio management, and scaling. They will have gained skills in creative facilitation, design thinking application, innovation portfolio governance, and change leadership for adoption, plus a personal action plan. Gentex Training Center designed this program to help leaders turn ideas into results.

FAQs

Q1 What is the "Creative Leadership and Innovative Management in the Workplace" course about?

It shows how to lead creativity and manage innovation systematically. Participants learn problem framing, structured ideation, idea screening, prototyping, portfolio management, and how to scale successful ideas into everyday practice.

Q2 What are the key benefits of the "Creative Leadership and Innovative Management in the Workplace" course?

Participants gain a repeatable innovation process, better ideas, and faster testing at lower cost. Teams also feel safer proposing and challenging ideas, and organizations waste less effort on projects that never reach results.



Q3 What skills will I gain from the "Creative Leadership and Innovative Management in the Workplace" course?

You will develop four core skills: creative leadership and team facilitation, design thinking and problem framing, ideation, screening, and prototyping, and innovation portfolio management with change leadership for adoption.

Q4 What tools, methods, or standards are covered in the "Creative Leadership and Innovative Management in the Workplace" course?

The course covers design thinking and the double diamond, SCAMPER, brainstorming and brainwriting, affinity mapping, impact effort and value complexity matrices, the lean startup build measure learn loop, stage-gate processes, the three horizons model, the innovation matrix, the Five Whys, and Kotter's eight steps.

Q5 How is the "Creative Leadership and Innovative Management in the Workplace" course applied in real-world practice?

Participants apply the methods to live workplace problems, such as framing a customer pain point, running an ideation session, building a simple prototype, screening a portfolio of ideas, and planning a pilot rollout. Each module ends with an action commitment, so learning transfers directly into daily practice.