CREATIVE STRATEGIC PLANNING & LEADERSHIP



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TRAINING CENTER

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Introduction

Creative Strategic Planning & Leadership examines how leaders generate genuinely new strategic options and then carry them through an organization that resists change. This Training Course covers creative thinking methods, strategic foresight, and leadership practice. Participants study divergent and convergent thinking, design thinking, Blue Ocean Strategy, scenario planning, de Bono's Six Thinking Hats, and Kotter's change model. Furthermore, the programme connects ideas to execution through ideation labs, strategy prototyping, and leadership presence exercises. As a result, delegates leave able to lead strategy that is both imaginative and deliverable.

Creative Strategic Planning & Leadership Course Objectives

- Define creative strategic planning and its leadership demands.
- Apply divergent and convergent thinking to strategy problems.
- Use design thinking to reframe problems and generate options.
- Apply Blue Ocean Strategy and value innovation logic.
- Run structured ideation sessions with proven creativity tools.
- Build scenarios that challenge existing strategic assumptions.
- Prototype and test strategic options before committing.
- Lead change using Kotter and ADKAR frameworks.
- Build a culture that supports experimentation and learning.
- Communicate vision and sustain commitment through delivery.

Course Methodology

- Interactive workshops using real strategy and innovation challenges.

- Ideation and creativity tool labs with facilitated practice.
- Design thinking and prototyping exercises.
- Scenario building and assumption-challenging workshops.
- Leadership presence and vision communication simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Senior managers and department heads.
- Strategy and innovation leaders.
- Business unit and functional directors.
- Transformation and change programme leads.
- Product, marketing, and business development managers.
- Entrepreneurs and business founders.
- Professionals leading strategic initiatives.

Creative Strategic Planning & Leadership Course Outlines

Day 1: Creative Strategic Thinking Foundations

- Defining creative strategic planning and its value.
- Divergent and convergent thinking in strategy.
- Barriers to creativity: routines, bias, and risk aversion.
- De Bono's Six Thinking Hats method.
- Questioning assumptions and reframing problems.
- Psychological safety and idea generation climate.

- Building the creative strategy agenda.

Day 2: Foresight and Scenario Building

- PESTLE and weak signal scanning.
- Scenario planning and axes of uncertainty.
- Challenging mental models and industry orthodoxies.
- Blue Ocean Strategy and value innovation.
- Three Horizons thinking for future options.
- Backcasting from preferred futures.
- Strategic implications and option framing.

Day 3: Ideation, Design Thinking, and Prototyping

- Design thinking stages: empathise to test.
- Customer insight and unmet need discovery.
- Structured ideation: brainstorming, SCAMPER, and analogical thinking.
- Idea screening and concept selection.
- Rapid prototyping and minimum viable propositions.
- Testing, learning, and iteration discipline.
- Building an innovation pipeline and portfolio.

Day 4: Leading Strategy and Change

- Leadership presence and strategic storytelling.
- Vision articulation and stakeholder alignment.
- Kotter's eight-step change model.
- The ADKAR model for individual change.

- Building coalitions and overcoming resistance.
- Making decisions under uncertainty.
- Leading teams through ambiguity.

Day 5: Execution, Culture, and Sustained Innovation

- Translating creative strategy into initiatives and KPIs.
- Governance for experimentation and staged investment.
- Building a learning culture and tolerance for failure.
- Recognition, incentives, and innovation behaviours.
- Measuring innovation performance.
- Review cycles and strategy renewal.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Creative Strategic Planning & Leadership, participants will have acquired a practical command of creative thinking methods, scenario foresight, design thinking, and change leadership. They will know how to generate strategic options that break from convention, test them cheaply before committing, and lead people through the change those choices demand. In addition, the course prepares delegates to build a culture that keeps generating ideas. As a result, they return to work ready to combine imagination with execution in the strategy they lead. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Creative Strategic Planning & Leadership course

Q1 What is the "Creative Strategic Planning & Leadership" course about?

It is a five-day programme that develops creative strategy-making and the leadership needed to deliver it. It covers creative thinking methods, scenario foresight, design thinking and prototyping, change leadership, and the cultural conditions that sustain innovation.

Q2 What are the key benefits of the "Creative Strategic Planning & Leadership" course?

Participants gain the ability to generate strategic options beyond the obvious, challenge assumptions respectfully, and prototype ideas before committing resources. They also learn to lead change credibly and to build a culture where experimentation and learning are normal.

Q3 What skills will I gain from the "Creative Strategic Planning & Leadership" course?

Creative strategic thinking with divergent and convergent methods, scenario foresight with assumption-challenging and Blue Ocean analysis, ideation and design thinking with prototyping and testing discipline, and change leadership with Kotter, ADKAR, and vision communication.

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Q4 What tools, methods, or standards are covered in the "Creative Strategic Planning & Leadership" course?

The course covers divergent and convergent thinking techniques, de Bono's Six Thinking Hats, assumption questioning and problem reframing, psychological safety and idea climate assessment, PESTLE and weak signal scanning, scenario planning and axes of uncertainty, mental model and industry orthodoxy challenge methods, Blue Ocean Strategy and value innovation frameworks, the Three Horizons model, backcasting methods, design thinking stages from empathise to test, customer insight and unmet need discovery, structured ideation techniques including brainstorming, SCAMPER and analogical thinking, idea screening and concept selection, rapid prototyping and minimum viable proposition development, testing and iteration discipline, innovation pipeline and portfolio design, leadership presence and strategic storytelling, vision articulation and stakeholder alignment, Kotter's eight-step change model, the ADKAR model, coalition building and resistance management, decision-making under uncertainty, initiative translation with KPI design, governance for experimentation and staged investment, learning culture development, recognition and incentive design for innovation, innovation performance measurement, and strategy renewal review cycles.

Q5 How is the "Creative Strategic Planning & Leadership" course applied in real-world practice?

Delegates apply it through idea banks, assumption audits, scenario sets, Blue Ocean canvases, design thinking maps, customer insight summaries, concept briefs, prototypes, test plans, innovation pipelines, vision statements, change plans, coalition maps, communication plans, innovation KPIs, and strategy renewal reports. They also use it to brief teams and executives and to lead innovation programmes.