

LEADING CREATIVELY



GENTEX[®]
TRAINING CENTER



Introduction

Leading Creatively Training Course develops leaders who can create the conditions where new ideas emerge and survive. Creativity at work does not depend on hiring artists; it depends on leaders who welcome questions, protect experimentation, and tolerate sensible failure. Most organisations hold talented people whose ideas never reach the surface. This program changes that. It combines creativity research, design thinking, and practical leadership routines. It covers idea generation, psychological safety, experimentation, and evaluating new proposals. As a result, participants learn to run teams that think independently while still delivering. Furthermore, the course covers creative problem framing, divergent and convergent thinking, and building an innovation habit.

Leading Creatively Course Objectives

- Build a team climate where creativity and speaking up are safe.
- Apply divergent and convergent thinking deliberately.
- Run structured idea generation with SCAMPER and brainwriting.
- Apply design thinking to real work problems.
- Use the Double Diamond model for problem framing and solution design.
- Facilitate Six Thinking Hats sessions for balanced evaluation.
- Design experiments with hypotheses and success criteria.
- Manage the tension between exploration and delivery.
- Apply Three Horizons thinking to balance innovation portfolios.
- Build creative routines and habits into team practice.

Course Methodology

- Facilitated sessions built around live creativity challenges.
- Structured idea-generation workshops with facilitation practice.

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- Prototyping and concept testing exercises.
- Role-play of leading brainstorming and evaluation sessions.
- Case studies from creative industries and product teams.
- Simulation of creative decision-making under constraints.
- Peer feedback, reflection, and a personal creative leadership plan.

Who Should Take This Course

- Managers and team leaders in any function.
- Product, service, and design team leads.
- Innovation and R&D managers.
- Marketing and communications leaders.
- Project managers leading creative work.
- HR and organizational development professionals.
- Founders and business owners building creative teams.

Leading Creatively Course Outlines

Day 1: Leadership and the Creative Climate

- Defining creativity and innovation clearly.
- How leaders enable or block creativity.
- Psychological safety and the four stages model.
- Cognitive diversity and team composition.
- Creativity myths and what research shows.
- Removing bureaucratic and behavioural barriers.
- Workshop: assessing your team's creative climate.





Day 2: Creative Problem Framing and Idea Generation

- Reframing problems before solving them.
- The Double Diamond model: discover, define, develop, deliver.
- Divergent thinking techniques and brainwriting.
- Structured brainstorming with SCAMPER.
- Constraint-based creativity and "how might we" questions.
- Facilitating ideation without shutting people down.
- Workshop: running a facilitated ideation session.

Day 3: Evaluation, Prototyping, and Testing

- Convergent thinking and idea screening.
- Six Thinking Hats for balanced evaluation.
- Impact-effort matrices and prioritisation.
- Prototyping methods: sketches, mockups, and pilots.
- Designing tests with hypotheses and success criteria.
- Learning from failure without blame.
- Workshop: prototyping and testing a concept.

Day 4: Leading Creative Teams and Collaboration

- Leading creative professionals and specialists.
- Balancing freedom with standards and deadlines.
- Building trust with high-autonomy team members.
- Encouraging constructive dissent and debate.
- Managing conflict in creative work without stifling it.

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- Cross-functional collaboration and co-creation.
- Role-play: leading a critical creative review.

Day 5: Sustaining Creativity and Innovation

- Three Horizons thinking for creative portfolios.
- Allocating time, budget, and slack for creativity.
- Recognition systems that reward ideas and delivery.
- Building creative routines and rituals.
- Measuring creativity and innovation outcomes.
- Creating a personal creative leadership plan.
- Capstone: presenting a creativity enablement plan.

Conclusion

By successfully completing Leading Creatively Training Course, participants will have acquired the knowledge to build creative team climates, frame problems productively, facilitate idea generation, evaluate and test concepts, lead creative professionals, and sustain innovation alongside delivery. They will also understand how to balance freedom with accountability. Gentex Training Center delivers this program through applied workshops and expert facilitation, helping leaders unlock the creativity already present in their teams.

FAQs for the Leading Creatively course

Q1 What is the "Leading Creatively" course about?



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It is a training program that teaches leaders how to build environments where creativity flourishes and ideas reach implementation. It covers creative climate, problem framing, idea generation, evaluation, prototyping, and innovation routines.

Q2 What are the key benefits of the "Leading Creatively" course?

Participants gain repeatable methods for generating and testing ideas, stronger team engagement, and better handling of creative differences. Organizations benefit from more usable ideas, faster concept testing, higher retention of talented thinkers, and innovation that co-exists with delivery.

Q3 What skills will I gain from the "Leading Creatively" course?

Participants build creative climate and psychological safety leadership, creative problem framing and ideation facilitation, concept evaluation, prototyping, and testing, and creative team leadership and innovation sustainment.

Q4 What tools, methods, or standards are covered in the "Leading Creatively" course?

The course covers the Double Diamond model, SCAMPER, brainwriting, Six Thinking Hats, "how might we" framing, impact-effort matrices, prototyping methods, hypothesis and test design, the Three Horizons framework, psychological safety models, and creativity measurement indicators.





Q5 How is the "Leading Creatively" course applied in real-world practice?

Learners apply it by reframing a real work problem, facilitating structured ideation with their team, screening options with the Six Thinking Hats, building a low-cost prototype, running a small test, and protecting time for creative work in the team's routine.